

# CHEMIST & DRUGGIST

newsweekly for pharmacy

## K.H.3

### GERIATRIC TREATMENT

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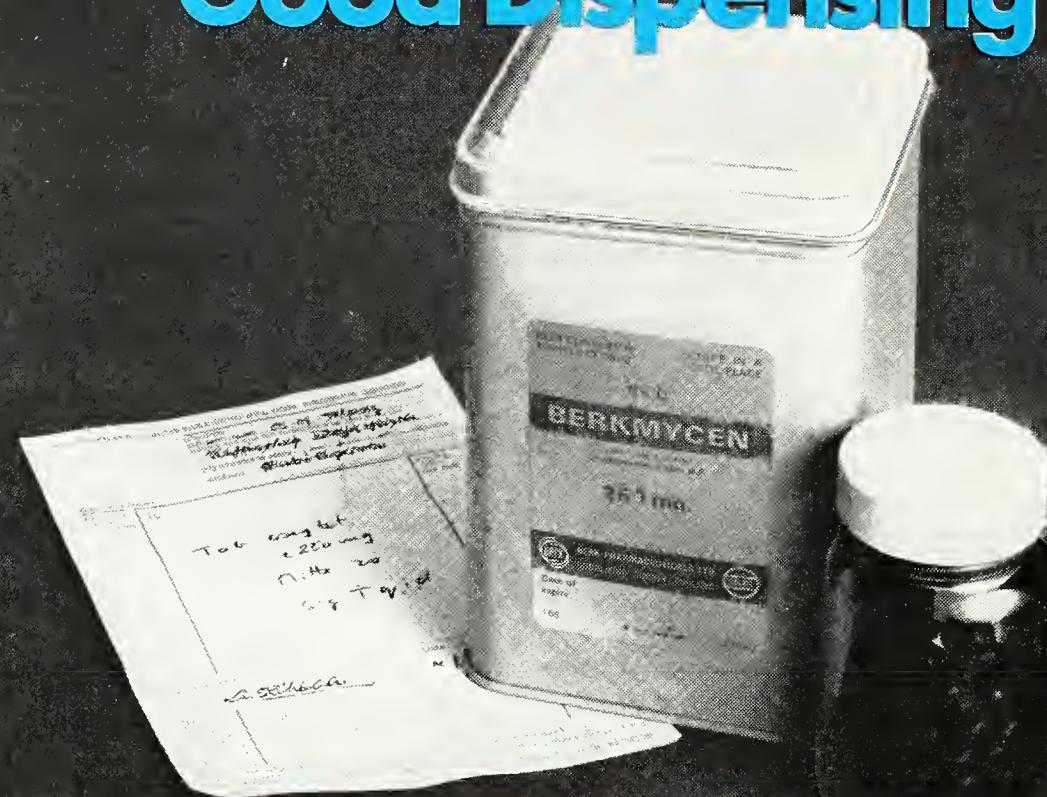
Production of  
pharmaceuticals  
declines

The £7 million  
lipsticks  
market

NI Council :  
date for  
nominations

Sales ban on  
antibiotics in  
feeding stuffs

# Good Dispensing



# Good Business

Both by professional and business standards BERK Economy Brands are the best choice for "open" prescriptions.

All are made with the same care as the specialities upon which our reputation is firmly based, yet prices are remarkably low.

When you need standard preparations to meet "open" prescriptions, the brands named below will give you the best possible value for money, including the assurance of quality upon which our name depends.

Approved Name	Berk Brand Name	Presentation	Packs
Bendrofluazide	BERKOZIDE ®	Tabs 2.5 mg & 5 mg	100 & 1000
Erythromycin	ERYCEN *	Tabs 250 mg	100 & 500
Imipramine	BERKOMINE ®	Tabs 10 mg Tabs 25 mg	250 & 1000 200 & 1000
Nitrofurantoin	BERKFURIN ®	Tabs 50 mg & 100 mg	100 & 1000
Oxytetracycline	BERKMYCEN ®	Tabs & Caps 250 mg Syrup 125 mg/5 ml	100 & 1000 500 ml
Penicillin V	ECONOPEN ® V	Tabs 125 mg & 250 mg	100 & 500
Phenylbutazone	FLEXAZONE ®	Tabs 100 mg Tabs 200 mg	250 & 1000 250
Quinidine sulphate	AURIQUIN *	Tabs 200 mg & 300 mg	100 & 500
Tetracycline	TETRACHEL *	Tabs 250 mg Caps 250 mg Syrup 125 mg/ml	100 & 1000 100 & 500 500 ml

Further details available on request



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# CHEMIST & DRUGGIST

111th year of publication Vol. 194 No. 4723

The newsweekly for pharmacy

## CONTENTS

Pharmaceutical production declines	237
Two pharmacists to be struck off	237
Drug 'dead stock' worries chemists	237
Rabies vaccine: new rules	237
Date fixed for ban on antibiotics in feeding stuffs	239
Hanbury memorial lecturer	239
Nominations for PSNI Council	239
Jeye's half-year profits 10 per cent higher	240
The Xrayser column: The need for planning	241
The £7 million lipsticks market	244
Comment <input type="checkbox"/> A spoonful of sugar <input type="checkbox"/> Goose and gander <input type="checkbox"/> Pharmaceuticals lose lustre	247
Support for NI Council's policy	248
Chemists' role in fly-killer sales	250

## WELLCOME INSTITUTION LIBRARY

Wellcome

Appointments	240	New Products	242
Bonus Offers	242	News in Brief	241
Business Briefly	240	On Television Next Week	242
Coming Events	252	People	248
Company News	240	Prescription Specialities	242
Deaths	248	Sport	241
Letters	248	Ulster Report	239
Market News	252	Classified Advertisements	253

Editor Arthur Wright, MPS, DBA

Deputy Editor R. E. Salmon, MPS

Markets Editor W. S. Bowman, MPS,  
MIPharmM

News Editor Stephen Hatcher

Technical Editor R. Baxter, BPharm MPS

Information Services I. H. Cotgrove

Price List D. J. Davis

Art Editor Peter Hewitt

Design Ian Stuart

Advertisement Manager James Lear

Advertisement Executives

J. Foster-Firth, MPS

D. P. Peevers

P. J. Ferrary

E. L. Sheard, 32 Wynford Rise, West Park,  
Leeds LS16 6HX (Leeds 67-8438)E. A. Craig, 8 Merrylee Road, Newlands,  
Glasgow S 3 (Merrylee 6356)

Classified Advertisements John Thelwell

Production K. Harman

Subscription Manager A. A. Golding  
01-777 8271

Publisher Donald Gaffney, MInstM

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Contents

Member Audit Bureau  
of Circulations

A £7 MILLION

MARKET

What is the future for lipsticks? See  
page 244

**GEIGY**

In the past few months, considerable interest has been shown in the introduction of new treatments for Parkinson's disease.

One of these, Symmetrel (1-Amantadine hydrochloride), will measurably improve such factors as functional disability, tremor, limb

dexterity, timing of walking and writing, speech and mood.

Treatment with Symmetrel does not require hospital supervision and it is freely available for prescribing in General Practice.

# Pharmaceuticals production declines

Output of the pharmaceutical industry in the first quarter of the year shared in the general slowing down of growth in the chemical industry as a whole, according to figures published in the *Board of Trade Journal*.

The output index of pharmaceutical chemicals and preparations fell to 191 from 202 in the fourth quarter of 1969. Starting with the year 1963 as basic 100, the upward movement had been continuous and greater than most other sectors of the chemical industry.

Imports of pharmaceuticals have also risen steeply from £8.4 m in 1963 to £29.1 m in 1969, an increase of nearly 250 per cent. Exports in that period went up by 121 per cent to £112 m in 1969.

Pharmaceuticals, which registered a price increase of 1½ per cent during the first quarter compared with the final quarter of 1969, together with toilet preparations (over 2 per cent) and soap (1½ per cent), showed the biggest price movements in the chemical industry for the quarter, although the index was still below that for 1963. (*Board of Trade Journal*, August 19.)

## The 'pill' back in favour

The number of women taking the "pill" in the UK in June of this year had reached the level prior to December 1969, when the Committee on Safety of Drugs issued its warning statement on the use of high-oestrogen products, according to the Oral Contraceptive Information Centre.

Figures based on information supplied by Intercontinental Medical Statistics Ltd. and taking into account the approximate 25 per cent of "pill" users who obtain supplies from Family Planning Association clinics, indicate that the pre-statement level of 1,510,000 users has been regained. The Information Centre predicts that the previous steady increase in usage — as shown by the following figures — will now be resumed:

Number of women on the "pill" in December each year.

1965	500,000
1966	650,000
1967	950,000
1968	1,240,000
1969	1,510,000

## Pharmacists are to be struck off

The names of Ingram Bury and John Joseph Casey were directed to be removed from the Register of Pharmaceutical Chemists when the Pharmaceutical Society's Statutory Committee met in London last week.

Mr St J. Howe, presenting the case against Mr Bury, said it appeared Mr Bury had not been performing his duties as a pharmacist satisfactorily, there were errors in dispensing, there was courtesy to patients and there were a number of complaints from a doctor about incorrect dispensing.

The case had on a previous occasion been adjourned to give Mr Bury an opportunity to present testimonials, but none were offered to the committee.

In the case of Mr Casey, the Committee found there was little "in dispute" concerning three instances of drunkenness. Mr Casey had previously been struck off the Register in 1964, though he was reinstated in 1965.

An admonishment was among the decisions reached in eight other cases considered by the committee.

## Drug 'dead stock' worries chemists

Chemists in Gloucestershire and Bristol are seeking recompense for dead stock expected to result from a restriction on the prescribing of amphetamines in the area.

Two letters have been circulated by Gloucestershire's local medical committee, the first (sent out also in Bristol) dealing with amphetamine, dexamphetamine and methylamphetamine, and the second with related drugs.

Mr A. J. Uren, Bristol, told the C&D that he believes chemists may be carrying an average of £7-£10-worth of amphet-



Two DC3 planes from the Libyan Air Force flew into Heathrow Airport last Thursday to pick up 16 tons of supplies, needed to deal with Libya's cholera outbreak, from Allen & Hanburys. Above, workers at Allen & Hanburys, Bethnal Green, load the intravenous solutions which were flown from Heathrow.

mines covered by the first letter and about £20-worth of the related drugs, as broken stock. He is planning to approach his Member of Parliament and the National Pharmaceutical Union for assistance.

Although it has been pointed out that pharmacists need hold only three weeks' stock of addictive drugs, Gloucester Pharmaceutical Committee is to circularise contractors to obtain details of stock affected.

## Rabies vaccine: new rules

Vaccination against rabies with a potency-tested inactivated vaccine, recommended for all cats and dogs entering quarantine in the interim report of the Committee of Inquiry on Rabies, will be required under an Order to be made by the Minister of Agriculture.

The Committee, which also dealt with quarantine periods, said it had received evidence that in most cases vaccination gives adequate protection for at least a year. Revaccination one month after entry to quarantine was also proposed, however, to give immunity to animals not responding to the first dose and to boost immunity in those that do respond.

Cost of vaccination (£1.1s each dose plus veterinary fees) must be borne by the importer of the animal. The vaccine being used is Rabissa, manufactured in France by Institut Merieux (agents in Britain May & Baker Ltd). Stocks will only be supplied to veterinary surgeons in charge of approved quarantine kennels for use on imported animals — not on native animals.

## Directory of apothecaries

A project for compiling a comprehensive directory of apothecaries in the period up to 1815 is being developed by Dr T. D. Whittet. He has already made a card index of several thousand apothecaries in Great Britain — covering more than 100 towns.

Dr Whittet believes that such a directory would be very useful to historians of pharmacy and medicine, but, he adds, "Its compilation obviously needs the collaboration of investigators all over the country."

Correspondence on the project is invited, and should be addressed to: Dr T. D. Whittet, Woburn Lodge, 8 Lyndhurst Drive, Harpenden, Herts.

## Conference receptions

The Institute of Pharmacy Management is to hold a sherry party during the Leeds conference. It will be at Bodington Hall on Monday, September 14 at 7.30 pm. The Guild of Public Pharmacists will be holding a reception on the evening of Thursday, September 17.

## BMA backs new magazine

The British Medical Association is joining forces with TPL Magazines Ltd — part of the Thomson Organisation — to launch next March a new consumer monthly *You*, designed "to include adult discussion on the problems encountered in day-to-day life."

# Ayds have finally decided that slimmers don't get enough to eat...



## SCALLOPED PLAICE

### INGREDIENTS

1½ lb. plaice (filleted and skinned)  
1 small onion (very finely chopped)  
4 oz. button mushrooms (finely sliced)  
Salt and pepper  
4 tablespoons white wine

GARNISH:  
1 tablespoon chopped parsley

4 servings

Cut plaice into thin strips and mix with onion and mushrooms. Season well. Divide between four individual dishes or four scallop shells. Sprinkle a tablespoonful of wine over each dish. Cover and cook in a moderate oven (Gas No. 4-350 F.) for about 35 minutes. Garnish with parsley, and serve.

Calories per portion approx. 135  
© Ayds Low-Calorie Recipe Series

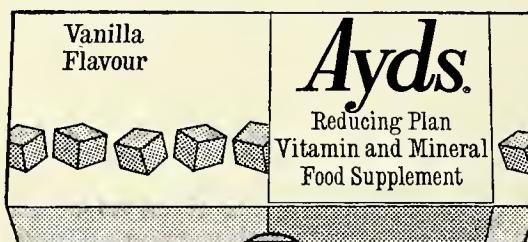
# So they're giving away low-calorie recipe cards

THEY'RE FREE WITH EVERY SPECIAL PACKET OF AYDS REDUCING PLAN YOU SELL  
FOR THE NEXT THREE MONTHS

Every new packet of Ayds will have six Ayds low-calorie recipe cards banded to it. Handy size and beautifully printed in full colour they give complete instructions on how to prepare mouth-watering, low-calorie dishes. They'll be a great attraction. So make sure you're in on it.

Special full-colour showcards have been designed and are now ready to tell your customers what a great new idea these low-calorie recipe cards are.

And you get 5/- discount on every case, if you buy before September 30th.



# Date fixed for ban on antibiotics in feeding stuffs

March 1, 1971 has been fixed as the date from which it will no longer be lawful to sell animal feeding stuffs containing penicillin, chlortetracycline and oxytetracycline except on prescription.

A joint announcement from the Health and Agricultural Departments announcing that regulations will be made under the Therapeutic Substances Act to effect this adds that it is also intended to bring flavomycin under control. Concurrently, because this antibiotic and virginiamycin (which is already controlled) meet the criteria for feed antibiotics laid down in the Swann Report, it is proposed that their sale and supply shall be allowed without prescription subject to certain conditions. The aim is to take this action as soon as possible — and before March 1, 1971.

Subject to consultations with the interests concerned about the feasibility of the date, further action will be taken to make tylosin, the sulphonamides as a group and four nitrofurans (nitrofurazone, furazolidone, nitrofurantoin and furaltadone) available only on prescription from March 1, 1971. Sale and supply without prescription of sulphaquinoxaline and sulphanilamide will be permitted (subject to certain conditions) as coccidiostats for use in poultry feeding stuffs and supplements, as well as the use of sulphanilamide as a powdered surface wound dressing for animals. Other nitrofurans are being considered on the basis of the criteria laid down in the Swann Report.

The sale and supply without prescription of pig and poultry supplements and feeding stuffs containing zinc bacitracin is already allowed under regulations operative from March 26.

## Adapting for decimals

A reference booklet published recently by the Decimal Currency Board gives advice on how some types of business machines can for a short time be used for decimal working before they are fully converted from £sd to £p.

The booklet emphasises that temporary adaptations are not a substitute for proper conversion and anyone who has not

made suitable arrangements for conversion or replacement of his machines should do so now. But a temporary adaptation may be useful to enable the trader to keep pace with the speed of the changeover pending a replacement or conversion. ("Temporary adaptations of machines," HM Stationery Office, one shilling.)

## Set-back for Inter-Alia

Work has stopped on the £40,000 extension of Inter-Alia's Girvan factory, pending the outcome of discussions due to take place with the local Member of Parliament and officers of the Transport and General Workers' Union following the walk-out by 70 men and women on August 11 (last week, p 211).

The company had a large expansion programme in hand, but, according to Mr R. Simon, director, the situation will now have to be reviewed.

The company had been successful in recruiting staff to replace many of those who had walked out, and evening shift working had enabled tablet output and the execution of orders to reach normal levels.

## Sunderland prizewinners

The 1970 prizewinners in the School of Pharmacy at Sunderland Polytechnic are:

First Year: Boots prize, P. R. W. Grundy; Evans Medical prize for pharmaceuticals, J. Agar; Bleasdale prize for pharmaceutical chemistry, D. A. Tejani; Hall Forster prize for pharmacognosy, Miss K. L. Todd; Sunderland Branch of the BPSA Chairmans (1953-4) prize for physiology, P. R. W. Grundy.

Second Year: Boots prize, K. J. Cooper; Wilkinson and Simpson prize for pharmaceuticals, D. Cockayne; Mawson & Proctor Pharmaceuticals Ltd prize for pharmaceutical chemistry, K. J. Cooper; T. D. Whittet prize for pharmacology, Miss J. A. Dixon; W. R. Clements prize for pharma-



Mr Dieter Wekwerth, managing director, Schering Chemicals Ltd (holding trowel) shares in the "topping out" ceremony on the roof of the company's new office block being built at Burgess Hill, Sussex.

cognosy, Miss M. Gibson; Middleton prize, Miss E. M. N. Calder.

Third Year: Manfred Baum prize, C. Nutman; Boots prize, A. P. Green; Pfizer prize, Mrs J. E. Pickard; Upjohn award, K. D. Watson; ICI prize, P. G. Murray.

## The Hanbury memorial

Professor R. B. Woodward, PhD, SD, DSc, Donner Professor of Science, Harvard University, has been awarded the Hanbury Memorial Medal for 1970.

The memorial lecture, which Professor Woodward will deliver in the Assembly Hall, School of Pharmacy, University of London, at 7 pm on Wednesday, November 4, is entitled: "Recent advances in the chemistry of unnatural products."

Professor Woodward was awarded the Nobel Prize for Chemistry in 1965. The Hanbury Memorial Medal is given for "high excellence in the prosecution or promotion of original research in the natural history and chemistry of drugs."

## Sulphuric acid production falls

Production of sulphuric acid by members of the National Sulphuric Acid Association in the second quarter of the year totalled 796,117 tons, calculated at 100 per cent  $H_2SO_4$ . That was a fall of 27 per cent on the same period in 1969.

Sales, however, at 917,611 tons, were up by 1.1 per cent.

## Ulster report

### Nominations for PSNI Council

The following members are due to retire by rotation from the Council of the Pharmaceutical Society of Northern Ireland:

H. G. Campbell, W. Donaldson, R. D. Duke, J. Kerr, G. E. Mellagger, A. N. Morrison, and R. G. Macauley.

Nomination papers of new candidates should be lodged with the secretary by noon on September 14.

An election, if needed, will be held on October 5, the date of the Society's annual meeting. Voting papers are issued one week in advance.

### Rpm fund lead from Dungannon

Members of Dungannon Branch of the Ulster Chemists' Association have each contributed £5 to the rpm Fighting Fund. The money was collected by the Branch secretary, Mr D. Anderson, and sent to the UCA from where it is being forwarded to the National Pharmaceutical Union in London.

The Dungannon chemists have expressed the hope that their lead will be followed by all other UCA branches.

Prescriptions dispensed in Northern Ireland during May numbered 855,935 (557,421 forms). Total cost was £657,362, an average of 184.32d per prescription.

# COMPANY NEWS

## Jeyes' half-year profits 10 per cent higher

Profits before tax of the Jeyes Group Ltd for the 24 weeks ended June 20, at £426,000, are 10 per cent up on the comparable 1969 period. External sales were £6,688,000 (compared with £5,918,000).

Group activities have now been transferred from Barking, Plaistow and Hillingdon to Thetford and benefits of the move will now begin to be realised, the directors state. An unchanged interim dividend of fourpence per 5s share is declared.

## Cussons' turnover up

Although the year ended March 29, produced "unsatisfactory" results, the chairman of the Cussons Group Ltd, Mr M. Bucks, says it was also one of intensive development "which will undoubtedly be reflected in future profitability."

Fourteen new products were created, designed and developed and he anticipates they will make a useful contribution to profits in the current year.

Current year profits are expected to "significantly" improve, he adds.

## Ilford expands in US

Ilford Ltd have acquired 100,000 shares in the Film Corporation of America from the controlling stockholders, with an option to acquire a further 120,000 shares over three years.

Film Corporation of America, a national distributor and processor of photographic film in the US has been a substantial customer of Ilford for colour materials over the past few years.

Film Corporation of America has agreed to purchase Britannia Works Co Ltd (a wholly-owned Ilford subsidiary).

## Unilever's half-year

Combined sales of Unilever Ltd and Unilever NV in the first half of the year totalled £1,396m (£1,245m in the same 1969 period) and consolidated profit after tax, £38.9m (£38.3m).

Sales by Unilever Ltd rose from £569m to £627m. Profit, before tax at £29.8m was up by £600,000 and after tax by £100,000.

## In brief

**British Oxygen Co Ltd** have split their chemicals and metallurgical division into its two components as separate trading divisions. The chemicals division will comprise British Oxygen Chemicals Ltd at Chester-le-Street, co Durham, and Maydown, N. Ireland, together with Odda Smelteverk A/S in Norway. Mr Dudley

Scarffe, who is appointed managing director of British Oxygen Chemicals and a director of Odda Smelteverk, was formerly general manager of the Maydown works.

**United Glass** made a profit in 1969 of £377,000 (loss £285,000 in 1968). It must be some time before the beneficial effect of new capital being contributed jointly by Distillers Co Ltd and Owens-Illinois can influence the position according to DCL's chairman, Mr A. MacDonald.

**Photopia International Ltd**: Group profit for the year ended April 30 was £41,317 compared with £12,702. The final dividend is halved to 4½d. per 5s share, and is in fact the year's payment (against 1s in the previous year). In the first quarter of the current year turnover is up 45 per cent.

**Burt Boulton & Haywood Ltd** are not recommending a final dividend, the reduced 2 per cent dividend being the total for the year ended March 31 (against 13 per cent). Profit, before tax, is down to £91,390 from £384,043.

**R. Weston (Chemists) Ltd** are opening a branch on September 11 at 50 Friargate, Grimsby, trading as Westons Chemists. It will be the second of their new self-service units.

**Mr James F. Jack, MPS**, has closed down his business at 347 Green Lanes, London, N4, and taken over that of M. K. Finn, 46 Broadwater Road, Worthing, Sussex, which he will run under his own name.

**Rex Campbell & Co Ltd** are moving on September 1 to AMP House, Dingwall Road, Croydon CR9 3QU (telephone 01-681 1341).

**Charles A. Michie**, Aberdeen, is to acquire the pharmacy of Mr F. G. Ross, 24 Market Square, Stonehaven, Kincardines.

**Mr Ian Monaghan, MPS** has opened a pharmacy at 12 Sycamore Walk, Blackburn, West Lothian, Scotland.

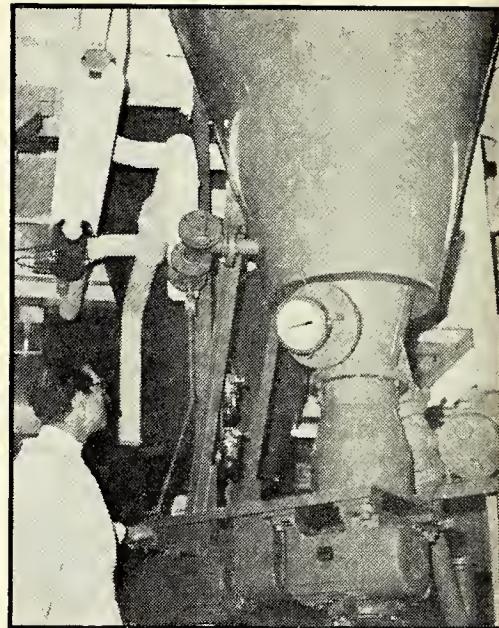
**Philip Harris (Holdings) Ltd**. Dividend for year ended March 31, 3s per share. Group turnover £2,703,705 (£346,445).

## Appointments

**Sterling-Winthrop Group**: The following appointments have been made recently within the group: Dr Paul Nicholson to director and medical controller in the medical department, Bayer Products Co. Mr R. Richardson, to the board of Winthrop Laboratories, Newcastle; Mr Jeffrey Wood, financial director, Bayer Products Co and Mr J. C. Stansfield, engineering director, Hilton-Davis Chemicals Ltd.

**Vestric Ltd** announce the following branch manager changes: Dunfermline, Fife, Mr J. H. Henderson, MPS; Speke, Liverpool, Mr W. G. Freeman; Edinburgh, Mr A. J. F. McFeat, BSc, MPS; John Miller branch, Dundee, Mr J. S. Kerr, MPS; T. & H. Smith, Glasgow, Mr W. Cooper, MPS; and Paterson & Sons, Aberdeen, Mr G. A. Berry, BPharm.

**Carteret Products** (division of Carter-Wallace Ltd) have appointed Mr R. A. King,



New plant for the extraction of digoxin from foxglove leaf has been recently installed at Burroughs Wellcome & Co, Dartford, at a cost of £125,000. With the plant is Mr F. G. Sayer, manager of the alkaloid department of the chemical manufacturing division.

their representative to cover West London, Berkshire, Bedfordshire, and Hertfordshire; Mr P. T. Dransfield, their representative to cover Liverpool, North Wales and Blackpool, and Mr V. Gibson, Nottingham, Derbyshire, Lincolnshire, Leicestershire and East Anglia.

**Minnesota 3M Laboratories Ltd**: Dr P. F. D'Arcy and Mr T. L. Adam have been appointed directors of the company. Other directors are Messrs J. A. Lumley (managing), E. A. Burfoot, R. W. Richards, K. B. Crompton, L. B. Gehrke (USA), R. W. Mueller (USA), E. K. Yucel (USA) and Dr J. W. Stutzman (USA).

**Syntex Pharmaceuticals Ltd** announces the following staff promotions: Mr Brian Davis to sales training officer; Mr David Barends to North-west area manager; Mr John Jefferis to South-west area manager; Mr Stan Busby to senior representative; Mr Ken Watts to senior representative with responsibility for field training; and Mr Barrie Thompson to senior representative with responsibility for field training and hospitals.

**Yardley International Ltd**: Mr B. J. Collett has been elected to the board and takes responsibility for all the company's operations in Europe. Miss Elizabeth MacDonald has been appointed marketing services manager. Working with Mr Collett as European area co-ordinator will be Mr Edgar Guest.

**Gerhardt-Penick Ltd** have appointed the following representatives: Mr E. Collins (for North London and East Anglia), Mr Donnelly (Scotland), Mr A. Fallows (Midlands), Mr F. Hall (North), Mr E. Padden (London and South-east), Mr P. Westrup (Hampshire and West country).

**Thos Christy & Co Ltd**, have appointed Colonel R. A. Davies their export manager.

**Dorothy Gray Ltd** have appointed Mr Duncan B. Shaw, area representative for their north-east territory.

## NEWS IN BRIEF

- The general index of retail prices in July was 140.9 (January 1962 = 100), compared with 139.9 in June.
- Prescriptions dispensed in England during May numbered 20,527,040 (13,346,147 forms). Total cost was £11,727,302, an average of 160.50d per prescription.
- The Department of Health has issued a new commissioning manual for hospital sterilisers and disinfectants as a supplement to Hospital Technical Memorandum no. 17 (HMSO price 7s).
- The British Pharmacopoeia Commission has issued a revised Booklet of Approved Names (August 1970) listing over 1,150 approved names and 1,500 proprietary and other names. HM Stationery Office, price 9s 6d.
- A set of four posters designed to discourage drug-taking among young people are being made available to schools, education authorities and youth clubs by National Lifeline, the charity consortium, whose offices are at 10 Wyndham Place, London, W1.
- A grant of over £4,000 from the Wellcome Trust will enable Professor R. A. Shooter and Dr Mary Cooke of St Bartholomew's Hospital, London, to investigate the causes of travellers' diarrhoea, infant enteritis and tropical sprue. They hope to discover whether the strains of bacteria found in hospital kitchens and in patients' food originate in animals.

## SPORT

**Edinburgh Chemists' Golf Club.** The Club's outing over the Bruntfield course on August 19 was sponsored by Thomas Kenfoot & Co Ltd. Results: 1. J. Linton (21) 68. Best scratch score, C. J. Ireland, 73. Section one, G. E. Allan (9) 69 and C. P. Reid (12) 69. Section two, G. Brown (22) 71. Results of earlier outings of the Edinburgh Chemists' Golf Club were July 22, played over Monktonhall for the Thornton & Ross prize winner, W. Renton (61) 70 net, best scratch, A. J. Graham, 84; Section 1, C. R. Hannan (8) 78, section 2, J. H. Scott (19) 86. July 29, over Dalmahoy for Reckitt's prize and Leishman shield winner, J. H. Scott (19) 74, best scratch, J. H. H. Great, 79; section 1, W. Renton (5) 77, section 2, W. Watson (27) 81.

**Irish Chemists' Golfing Society.** More than 40 players including Johannesburg-based David Butler, South African representative for Burroughs Wellcome and Co, turned out at Royal Dublin on August 6 to compete for prizes by ICI (Ireland) Ltd. The prizes were presented by managing director of the donating firm, Mr A. C. Martin. Results, Class A T. J. Lynch (17) 35 pts, M. J. Cashman (10) 34 pts; Jim Burke (11) 33 pts. Class B, K. McArdle (15) 34 pts. Best score second nine holes, W. Butler (13) and J. O'Connor (14) 31 pts. Next outing Hermitage, August 27.

**South London and Surrey Pharmacists' Golfing Society.** Results of the Verona trophy competition held at Walton Heath Golf Club on July 22 were: 1. J. F. Day, Ilford 1121 43 pts; 2. M. Lewis, Shirley Park (10) 40 pts; 3. F. Jamieson, Shirley Park (9) 38 pts. Fourteen and under handicap prize R. Hedges, Langley Park, (captain) (7) 38 pts. Fifteen and over handicap, D. Hobson, Walton Heath (18) 36 pts. Special prize, P. Thorpe, Sudbury (14) 35 pts. Best score on first nine holes S. M. Hutchinson, Royal Blackheath (12) 19 pts; on second nine, V. Powell, Woodcote Park (18) 18 pts. Seniors prize, G. Roberts, Wyke Green (11) 37 pts. Scratch, J. F. Day, Ilford (12) 52.

## The Xrayser column

### The need for planning

Mr Anthony Wedgwood Benn is a politician of personality, polish, pertinacity, provocation and perspicuity, if not particularly, in his recent excursion into pharmacy, of perception and perspicacity. It would have been, I should have thought, relatively easy to have consulted the Pharmaceutical Society, and to have arranged for consultation with local pharmaceutical interests before taking action.

I was not impressed by Mr Benn's statement that "though his remarks had not been popular with the Pharmaceutical Society, the Society were representing the profession's interests while he was looking after those of his constituents." It is just possible that some pharmacists in Bristol are also his constituents, and he might, with the exercise of a little perspicacity, have had a preliminary talk with them, for I have little doubt that they have not been entirely unaware of the need for planned distribution or redistribution of the pharmaceutical services in areas in which vast reconstruction has taken place.

It is, of course, Mr Benn's duty to take cognisance of the need for maintaining an adequate service—I have no fault to find with that. It is equally the duty of members of Parliament in other constituencies similarly affected. The problem is a national one, as has been recognised by the Pharmaceutical Society, but time does not stand still.

There are medical problems also, of undermanned areas and overworked doctors, and local and regional review should be instituted quickly, embracing all who contribute to the National Health Service, and arrangements put in hand for a constant flow of information from the periphery to the centre. I am pleased to read that it is the intention of Mr Benn to meet the Bristol chemists to discuss the matter, and it might be to the advantage of all concerned if the secretary of the Pharmaceutical Society, or one of his assistants, was present to provide a survey of what has already been done officially in the way of planning. It would serve to furnish an authoritative picture of pharmacy's awareness and to indicate the extent of the problem.

I note that the *Bristol Evening Post* carried a comment by Mr J. Ferguson, an assistant secretary at Bloomsbury Square. I would respectfully suggest that the pharmacists of Bristol seek Mr Ferguson's attendance.

#### Proposed remedies

I accept Mr Benn's statement that his intention in writing to the Minister was to draw attention to a serious problem. The solutions he proposes are less easy of acceptance. The suggestion that dispensing should be arranged in health centres could, by rendering some pharmacies redundant, exacerbate the very situation he seeks to alleviate, leaving still longer journeys to be undertaken by the patients.

With regard to "persuading the appropriate authorities to re-examine the qualifications needed for some simple dispensing," I cannot see how it would be possible to separate the "simple" — whatever that may be — from the difficult. In a world of increasingly potent materials, there never was a greater need for advanced knowledge and qualification. Anybody, we are often reminded, can count tablets, but most people have a preference for the correct tablets, and one day of the long recess spent in a pharmacy might help Mr Benn to appreciate the impossibility of the remedy he proposes.

The suggestion to make it economic for "druggists and others" to provide a pharmaceutical service in remote areas needs clarification.

#### In another place

Mr Wedgwood Benn has chosen to renounce a place in the House of Lords for a seat in the Commons. Otherwise it would have been appropriate to have quoted Lord Mountarat: "and noble statesmen do not itch to interfere in matters which they do not understand." The proposed meeting will help, I feel sure, to shed brighter rays.

# NEW PRODUCTS AND PACKS

## Cosmetics and toiletries

### Breck medicated shampoo

In place of Breck Elimin shampoo, Cyanamid are introducing Breck medicated shampoo. The formulation is unchanged although the active ingredient is now described as fentichlor. Breck medicated shampoo is available in sachets (11d), 70cc (3s 5d) and 120cc (5s) shatterproof bottles. (Cyanamid of Great Britain Ltd, Bush House, London WC2B 4PU.)

### An all-over deodorant

Gerhardt-Penick Ltd announce Miss Dainty "an all-over body deodorant." Combining the features of a vaginal dry spray together with the modern requirements of a general body deodorant, the new Miss Dainty is quoted as being a "warm dry spray for a cool cool body." Presentation is in a glossy labelled 170 g aerosol (9s 11d), the product being delicately perfumed and may be used by both men and women. The Miss Dainty pack was pictured last week (p 215). (Gerhardt-Penick Ltd, Thornton Laboratories, Purley Way, Croydon, CR9 3BE.)

### Baby foods

#### New junior foods from Trufood

Two new varieties, one for the rapidly expanding market for breakfasts, and a new dinner, are just being added to Trufood's Junior foods range.

Orange Cereal Breakfast with vitamin C (1s 5d) provides 40mg vitamin C per oz. It is made from oranges, mandarin oranges and crushed cornflakes and the title should appeal to mothers.

For Tongue Dinner (1s 5d) the tongues are specially prepared (the normal curing methods are unsuitable for babies), and they are mixed with vegetables and beef in gravy.

Both varieties are "chemist only" lines. Shelf title strips for them which will fit any pharmacy self-service fittings and Trufood's self selection unit will be distributed by the company's representatives. As an interim measure strips which can be cut to fit the channels are being included in the cartons.

As breakfast varieties are becoming in-



creasingly important, new yellow title strips are being introduced to make them easily identifiable in the pharmacy. (Trufood Creameries, Wrenbury, Nantwich, Cheshire.)

## PRESCRIPTION SPECIALITIES

### BENYLIN with CODEINE

Manufacturer Parkc, Davis & Co, Hounslow, Middlesex

Description Palatable linctus containing in each 100 ml, diphenhydramine hydrochloride 280 mg, codeine phosphate 228 mg, sodium citrate 1.14 g, chloroform 0.45 g, menthol 22 mg, alcohol 5 per cent

Indications Dry irritating cough. Of particular value in the treatment of persistent cough due to tracheitis in post-influenza convalescence, chronic sinus infection, bronchopulmonary disease and nocturnal cough if it is disturbing sleep and is largely unproductive.

Dosage Adults: one or two 5 ml spoonfuls every two or three hours. Children: half to one 5 ml spoonful every three to four hours. Packs Bottles of 125 ml (trade price 3s 8d), 500 ml (11s) and 2.25 l (44s 8d)

Supply restrictions PI, S7, DDA (invoice only)  
Issued September 1970

### PREGNAVITE FORTE and FORTE (F) tablets

Manufacturer Bencard, Great West Road, Brentford, Middlesex

Description Pregnavite Forte: Red sugar coated tablets. A daily dose of three tablets provides vitamin A ester concentrate 4,000 units, vitamin D<sub>3</sub> 400 units, thiamine hydrochloride 1.5 mg, riboflavin 1.5 mg, pyridoxine hydrochloride 1 mg, nicotinamide 15 mg, ascorbic acid 40 mg, dried ferrous sulphate 252 mg, calcium phosphate 480 mg.

Pregnavite Forte (F): Lilac-coloured sugar coated tablets. A daily dose of three provides 360 microgrammes of folic acid in addition to the above formulation of Pregnavite Forte tablets.

Issued Revised formulations September 1970. Old stock should be used up before transferring to the new.

### TANDALGESIC tablets

Manufacturer Geigy (UK) Ltd, Pharmaceuticals division, Hursfield Industrial Estate, Macclesfield, Cheshire

Description White, scored tablets, each containing oxyphenbutazone 50 mg and paracetamol 500 mg

Indications Rheumatic diseases, including rheumatoid arthritis, osteoarthritis, ankylosing spondylitis and spondylosis.

Dosage Initially one or two three times daily reducing to minimum required to maintain therapeutic control.

Side effects etc As for constituent drugs.

Packs Dispensing pack of 100 (27s 6d, trade)

Supply restrictions PI, S4B

Issued August 1970

## Bonus offers

FBA Pharmaceuticals Ltd, Haywards Heath, Sussex. Bayolin. 42 invoiced as 36. 192 invoiced as 144, (Until November 27).

### Help to maximise profits

A new quantity discount scheme is announced by Macdonald of Manchester, Portland Mill, Ashton-under-Lyne, Lancs.

The new "top terms" scheme provides for special discounts determined by the total number of cases ordered. A 2½ per cent discount is allowed on 3 cases, 5 per cent on 5 cases, 7½ per cent on 10 cases, 10 per cent on 15 cases and 12½ per cent on 20 case orders.

The new terms enable chemists to order dressings, santowels and household cotton wool in accordance with the industrial demand they experience.

An advantage is that smaller quantities of less-frequently purchased items may be grouped with faster-moving lines and thus earn a higher case discount.

Macdonalds say that the retailers' cash profit on the new combined order terms is likely to be between 10 and 15 per cent above that which was possible under the old structure. Retail pharmacists are invited to send for a descriptive brochure giving full details of the scheme.

### Information wanted

The Editor would appreciate information on the following: Lifesaver "Lloyds" Two Way Airway (for resuscitation).

## ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian E = Eireann; Cl = Channel Islands

Alka-Seltzer: All areas

Askit: Sc, B, G

Aspro Soluble: All areas

Brylcreem: All except E

Dettol: All except Sc, NE, A, G, E

Disprin: Ln

Fynnon Spa: Ln, M, Lc, WW, So, NE, We

Iron Jelloids: Ln, M, Lc, WW, So, NE

Macleans: NE, We

Phensic: All areas

Phyllosan: WW

Poly Lady: M

Setlers: Ln, M, Lc, WW, So, A, U

Steradent: Ln, M, Lc, Sc, We, G, Cl

Target: Ln, So

# Co-Ferol announcement from Cox-Continental

Cox-Continental Ltd., announce the introduction to their range of ethical products an iron and folic acid tablet, brand name "CO-FEROL". This product, which has been specially formulated for the prophylaxis treatment of anaemia in pregnancy, provides an adequate supplement that can be used throughout the course of the pregnancy at a low basic cost to N.H.S. Each tablet contains 120mg. ferrous fumarate and 200mcg. folic acid.

## Packs and Basic N.H.S. Prices:

100 (packed in child proof safety containers)	3/9
1000	23/6

*Further information available on request to :*



**Cox-Continental Ltd.,**  
85 Church Road, Hove, Sussex, BN3 2BH  
Telephone: Brighton 70599

The lipstick market is worth around £7 million a year and is virtually static — any real increases are very small and are confined to the lower price end of the market. In terms of units it is estimated that this value amounts to about 32 million lipsticks sold each year.

Lipsticks represent about 15 per cent of the value of the total cosmetics market in the United Kingdom — as against face powders and face creams which command around 22 per cent each. Of the total lipstick sales about 25 per cent are in the economy brands, 60 per cent in the medium-priced range and 15 per cent in premium brands. Seasonality of sales seems to follow the pattern of most cosmetics with peak periods occurring in April, May, June and December.

About 81 per cent of all women use lipstick regularly and this figure has hardly altered over the last five or six years, although — perhaps because of some statistical quirk — it rose to 83 per cent in over 35-year-olds.

Daily usage is highest in the AB social class and highest in London and the south east: Scots women use by far the least lipstick. Regular usage is found to be highest among the 25-44 age group, but keeps up remarkably well over all ages from 13-64, never falling below 70 per cent in any single group.

About 24 per cent of all women use pearlised lipsticks. The average woman appears to own 3-4 lipsticks at any one time and purchases two lipsticks a year. However, the under-24 age group buy an average of 4-6 a year.

Chemists have a good share of this market, although a big slice of it — 23 per cent — goes in direct sales by Avon and both manufacturers and retailers have been losing out to this company during the last few years. Of the remainder, department stores probably account for 15 per cent, Boots, Woolworth and British Home Stores for 20 per cent and the remaining 42 per cent of sales go through the chemists' hands.

There are some indications that in the last two or three years chemists may have been losing marginally to other outlets such as grocers. A very high percentage of Avon sells into the C2/DE social groups, and it is estimated that well over half of Avon products are bought by the over 35-year-olds.

The most reliable estimates of brand leaders are those provided by Odhams Cosmetic Survey for 1969, which shows the following shares: Avon, 23 per cent; Max Factor, 18 per cent; Yardley, 13 per cent; Outdoor Girl, 6 per cent; Rimmel, 5 per cent; Coty, 4 per cent; Boots, 4 per cent; Revlon, 4 per cent; Ponds, 3 per cent; Gala, 2 per cent; Others, 18 per cent.

Advertising expenditure on lipsticks is about £375,000 a year — mostly colour in the women's magazines and point-of-sale material for the retailer. In addition, of course, lipsticks get their share of composite advertising. Principal advertisers in the average year are Max Factor, Avon, Yardley, Revlon, Coty and Gala. Because so few viewers currently

have colour television and colour is needed to sell cosmetics, little use has so far been made of this medium. Much of a brand's advertising expenditure is devoted to exploiting new products or shades and the established ranges get little attention.

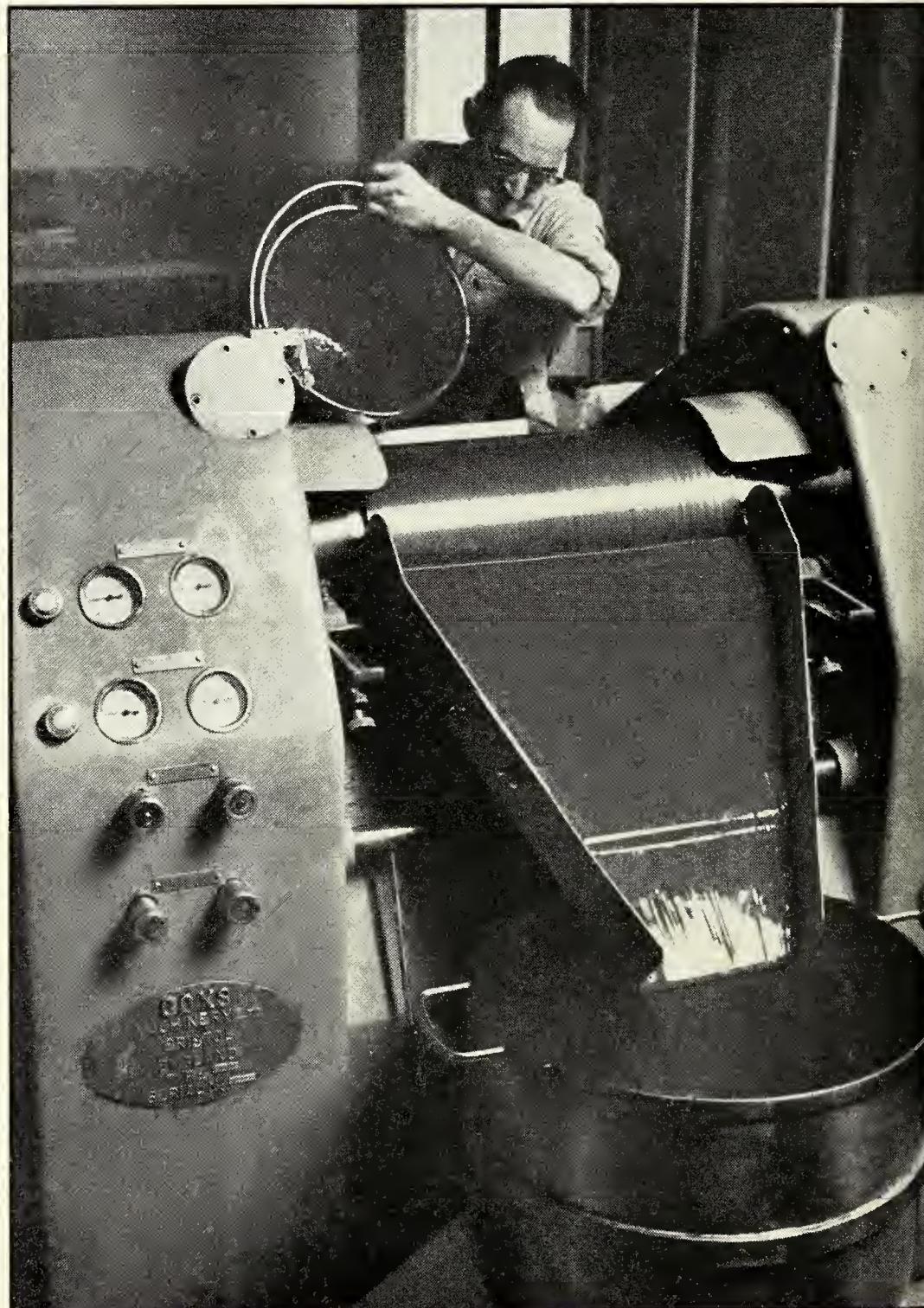
So much for the basic statistics. What about the chemist's particular problems and opportunities in this market?

The major problem is the enormous

range of shades available, plus the various "finishes" — transparent, pearlescent, gold or silver shot and so on. In addition, much more attention is now also being paid to texture. The only way in which a brand can maintain its sales is by constant shade and product revitalisation. As much as 50 per cent of current sales by manufacturers are likely to come from shades or products that have been intro-

# THE £7 MILLION

by A. F.



Photographs by courtesy of Yardley of London

Colour mixtures for lipsticks are seen here going through a mill that grinds each smooth, creamy consistency

# WEEKLY CHANGES AND ADDITIONS

## September Quarterly Price List

Trade prices and purchase tax figures are given per dozen unless otherwise stated. Bold upright figures (2 9) in the retail column indicate the item is subject to retail price maintenance. Italic figures (2 9) is manufacturers recommended price. Light upright figures (2 9) is a suggested price. A=Price Advanced. R=Price Reduced. ●=New entry. D=Delete. C=Correction. /=Insert.

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail			
metriflone (1077 Ronal) tablets	25	—	—	D	Day-Vits (705 Kirby) tablets	30	45 0	—	6 9	hormone hair tonic	170ml	66 0	36 3	15 2
bassador (1357 ATPL)	—	—	—	D	Derm (1070 Windsor) soap bath size	—	—	—	D	iron & yeast tablets	80	28 0	—	4 3
bassador (1375 ATPL)	—	—	—	I	Diafin (705 Kirby) diarrhoea mixture	200ml	25 0	9 2	3 9	junior balsam	100ml	22 0	8 1	3 6
derm (705 Kirby) ointment	24 0	8 9	4 3		Dots (381 Dots) back protector adjustable	—	—	—	D	kiddie aspirin tablets	50	15 0	5 6	2 6
tablets	30	36 0	13 2	I	—	—	—	—		mentholated balsam	100ml	20 0	7 4	4 0
Il Violets (1355 Yardley) perfume	1991	7 8ea	4 2½ea	15 10	—	—	—	—		mentholated bronchial mixture	100ml	19 0	6 11	4 0
perfumed Cologne	1984	7 0ea	3 10ea	14 5	—	—	—	—		mouth ulcer tablets	20	19 0	6 11	3 3
ray mist	1945	12 1ea	6 Bea	24 10	—	—	—	—		multivitamin tablets	100	30 0	—	5 0
Reum	1907	3 4ea	1 10ea	6 11	—	—	—	—		orange & halibut tablets	100	60 0	—	9 0
ap toilet	1962	2 1ea	9ea	3 7	—	—	—	—		special backacho & kidney tablets	40	24 0	8 9	4 3
abol (971 PSMB) emulsion	200ml	\$2 0	—	6 7	—	—	—	—		toothache tincture	7ml	15 0	5 6	2 6
4oz	—	—	—	D	—	—	—	—		vitaminised iron & yeast tablets	100	28 0	—	4 3
dase (938 PD) 1½A	500	36 6ea	13 5ea	68 2	—	—	—	—		white horse oil	100ml	20 0	7 4	3 3
blets	—	—	—		—	—	—	—		Marcel Rochas (796 MR) existing entry	—	D	—	
dia (1330 White) fDDI	114ml	8 2ea	—	—	Marcel Rochas (796 MR)	—	—	—		Femme	—	I	—	
227ml	15 0ea	—	—		eau de Cologne	2206	20 2ea	11 1ea	43 6	eau de Cologne	2206	20 2ea	11 1ea	43 6
454ml	27 6ea	—	—		2204	33 0ea	18 2ea	71 0	2204	33 0ea	18 2ea	71 0		
2½l	123 0ea	—	—		2203	49 4ea	27 2ea	106 0	2203	49 4ea	27 2ea	106 0		
oz, Bar, 16oz & 8oz	—	—	—	D	atomiser	5240	43 0ea	23 Bea	92 6	atomiser	5240	43 0ea	23 Bea	92 6
Street (1355 Yardley) existing entry	—	—	—	D	parfum	180	33 0ea	18 2ea	71 0	parfum	180	33 0ea	18 2ea	71 0
Street (1355 Yardley)	—	—	—	I	156	43 0ea	23 Bea	92 6	156	43 0ea	23 Bea	92 6		
ystallised Cologne	2770	6 2ea	3 5ea	12 9	154	63 3ea	34 9ea	136 0	154	63 3ea	34 9ea	136 0		
ting powder	2709	13 6ea	7 5ea	27 10	153	92 0ea	50 7ea	198 0	153	92 0ea	50 7ea	198 0		
rfume	2790	10 2ea	5 7ea	21 0	152	145 1ea	79 10ea	312 0	152	145 1ea	79 10ea	312 0		
oz	2792	23 Bea	13 0ea	48 7	151	221 6ea	121 10ea	476 0	151	221 6ea	121 10ea	476 0		
rfumed Cologne	2784	9 2ea	5 0jea	18 10	150	268 6ea	147 8ea	577 6	150	268 6ea	147 8ea	577 6		
2785	17 0ea	9 4ea	35 0	atomiser	595	63 3ea	34 9ea	136 0	atomiser	595	63 3ea	34 9ea	136 0	
ni spray	27451	7 3ea	4 0ea	15 0	596	31 6ea	17 4ea	68 0	596	31 6ea	17 4ea	68 0		
ray mist	2745	13 1ea	7 2ea	26 10	atomiser	5253	109 6ea	60 3ea	235 6	atomiser	5253	109 6ea	60 3ea	235 6
ap toilet	2762	2 1ea	9ea	3 7	5243	72 3ea	39 9ea	155 6	5243	72 3ea	39 9ea	155 6		
cum	2707	4 5ea	2 5ea	9 1	parfum de toilette	2007	22 6ea	12 5ea	48 6	parfum de toilette	2007	22 6ea	12 5ea	48 6
in (1588 HG)	—	—	—		2006	40 3ea	22 2ea	86 6	2006	40 3ea	22 2ea	86 6		
ir dryer	HLD	—	—		2004	60 0ea	33 0ea	129 0	2004	60 0ea	33 0ea	129 0		
alth lamp Cosmolux	—	—	—	D	2003	103 0ea	56 2ea	221 6	2003	103 0ea	56 2ea	221 6		
rice (1355 Yardley)	—	—	—		5040	63 10ea	35 1ea	137 6	5040	63 10ea	35 1ea	137 6		
ologne	7 0ea	3 10ea	14 5		—	—	—	—		talcum powder	1115	14 5ea	7 11ea	31 0
am perfume	7 3ea	4 0ea	15 0		La Rose parfum	480	33 0ea	18 2ea	71 0	La Rose parfum	480	33 0ea	18 2ea	71 0
ni spray	6 9ea	3 8jea	14 0		456	43 0ea	23 Bea	92 6	456	43 0ea	23 Bea	92 6		
rfume	7 8ea	4 2jea	15 10		454	63 3ea	34 9ea	136 0	454	63 3ea	34 9ea	136 0		
cum	3 4ea	1 10ea	6 11		453	92 0ea	50 7ea	198 0	453	92 0ea	50 7ea	198 0		
sl (121 Bibby)	—	—	—		Madame Rochas	—	—	—		eau de Cologne	9206	20 2ea	11 1ea	43 6
ap bath	32 6	12 2	2 3		9204	33 0ea	18 2ea	71 0	9204	33 0ea	18 2ea	71 0		
brasil (1055 RM)	(2 doz)	(2 doz)	—		9203	49 4ea	27 2ea	106 0	9203	49 4ea	27 2ea	106 0		
erwash	61 10	22 7	8 9		atomiser	5940	43 0ea	23 Bea	92 6	atomiser	5940	43 0ea	23 Bea	92 6
am skin-tinted	38 7	14 2	6 0		parfum de toilette	9007	22 6ea	12 5ea	48 6	parfum de toilette	9007	22 6ea	12 5ea	48 6
hite vanishing	42 5	15 7	6 0		9006	40 3ea	22 2ea	86 6	9006	40 3ea	22 2ea	86 6		
ap	21 2	7 9	3 0		9004	60 0ea	33 0ea	129 0	9004	60 0ea	33 0ea	129 0		
imycin (518 Glaxo) TS	100	23 0ea	—		9003	103 0ea	56 2ea	221 6	9003	103 0ea	56 2ea	221 6		
blets	1000	220 0ea	—		atomiser	980	33 0ea	18 2ea	71 0	atomiser	980	33 0ea	18 2ea	71 0
itetrin (518 Glaxo) TS	100	23 0ea	—		956	43 0ea	23 Bea	92 6	956	43 0ea	23 Bea	92 6		
blets	1000	220 0ea	—		954	63 3ea	34 9ea	136 0	954	63 3ea	34 9ea	136 0		
ferol (311C)	100	3 9ea	—		953	92 0ea	50 7ea	198 0	953	92 0ea	50 7ea	198 0		
blets	1000	23 6ea	—		952	145 1ea	79 10ea	312 0	952	145 1ea	79 10ea	312 0		
Y (301 Coty)	79 0	43 6	13 9		—	—	—	—		—	—	—		
ginals lipstick	—	—	—	D	951	221 6ea	121 10ea	476 0	951	221 6ea	121 10ea	476 0		
gar (1355 Yardley) existing entry	—	—	—	I	950	268 6ea	147 8ea	577 6	950	268 6ea	147 8ea	577 6		
gar (1355 Yardley)	—	—	—		995	63 3ea	34 9ea	136 0	995	63 3ea	34 9ea	136 0		
er shave lotion	2458J	6 11ea	3 3ea	12 3	996	31 6ea	17 4ea	68 0	996	31 6ea	17 4ea	68 0		
2458	9 2ea	5 0jea	18 10		atomiser	5953	109 6ea	60 3ea	235 6	atomiser	5953	109 6ea	60 3ea	235 6
er shower tcalc	2407	5 3ea	2 11ea	10 10	5943	72 3ea	39 9ea	155 6	5943	72 3ea	39 9ea	155 6		
odorant aerosol	2440	5 3ea	2 11ea	10 10	talcum	9115	14 5ea	7 11ea	31 0	talcum	9115	14 5ea	7 11ea	31 0
ap-on-a-rope	2464	6 1ea	2 3ea	10 5	Monsieur Rochas	—	—	—		Monsieur Rochas	—	—	—	
net (705 Kirby)	—	—	—		after shave	4160	18 4ea	10 1ea	39 6	after shave	4160	18 4ea	10 1ea	39 6
under Kirby	—	—	—		4140	25 0ea	14 1ea	55 0	4140	25 0ea	14 1ea	55 0		

**Simple Soap** Now the only big-profit-big-volume toilet soap for sensitive skins you can safely recommend. 119.3d  
Nationally Advertised



TABLETS • SOLUTION • INJECTION • PÆDIATRIC ELIXIR  
BURROUGHS WELLCOMBE & CO. (The Wellcome Foundation Ltd.) DARTFORD, KENT.

# NEW from Co-Caps

IMIPRAMINE  
CO-CAP 25

# Imipramine

Each capsule contains 25 mg Imipramine BP 42/- per 250 (Basic NHS) 10% Discount when ordered direct from CO-CAPS 361 Lillie Road London SW6 Telephone 01-370 4664 (reverse charge)

	Trade	Tax	Retail
atomiser	3140	31 6ea	17 4ea 67 6
Moustache after-shave	3131	47 8ea	26 2ea 102 6
	3540	36 4ea	20 6ea 80 0
	416	17 0ea	9 4ea 36 6
	414	23 0ea	12 8ea 49 6
travel pack	413	35 8ea	19 7ea 76 6
atomiser	415	19 2ea	10 6ea 41 0
eau de Cologne	5440	28 6ea	15 8ea 61 6
	116	17 9ea	9 9ea 38 0
	114	28 7ea	15 9ea 61 6
atomiser	113	43 0ea	23 8ea 72 6
talcum powder	5540	34 4ea	18 11ea 74 0
Marvol (675 Jones) †	5115	10 6ea	5 9ea 22 6
mole poison		32 0	— 4 0
Matey (893 Nicholas)		28 9	9 9 3 9
bath liquid		28 9	9 9 3 9
powder		28 9	9 9 3 9
Miss Dainty (506 Gerhardt)		170g	58 8 32 3 9 11
deodorant		Original Brown Windsor	(1070 Windsor)
soap toilet		17 6	6 3 2 10
bath		28 3	10 1 4 7
Paragon (1155 S&N)			
zinc oxide plaster			
1/2in x 1yd		6 3	— —
1in x 1yd		8 9	— —
1in x 3 1/2yd		14 9	— —
1in x 3 1/2yd		21 5	— —
1in x 5yd		19 9	— —
1in x 5yd		28 11	— —
2in x 5yd		49 7	— —

	Trade	Tax	Retail
Parke-Davis (938 PD)	3in x 5yd	66 5	— —
	1in x 10yd	28 7	— —
	1in x 10yd	45 1	— —
	2in x 10yd	76 10	— —
	3in x 10yd	107 6	— —
Phenadene (705 Kirby) †	tablets 20	21 0	7 8 1/2 3 6
Quellada (1178 Stafford)	shampoo (vet.)	60 0	22 0 9 4
Umbretid (117 BPL)	tablets 5mg	100	750 0ea — 1125 0
Wade's (1295 Wade)	Secaderm salve	15g	1 9ea 3 3
	45g	3 10ea	1 5ea 7 3
	42-5g	—	— — D
Weerifoot (705 Kirby)	corn cure	7ml	15 0 5 6 2 6
Windsor (1070 Windsor)	Pink Piccolo talcum	17 3	9 3 3 1
	Polka talcum	—	— —

## AMENDMENTS AND ADDITIONS TO KEY TO SUPPLIERS

1180 Standard = Standard Laboratories Ltd., Windmill Road, Sunbury-on-Thames, Middlesex, Sunbury 82117.

## THIS WEEK'S CHANGES

	Trade	Tax	Retail
Abstem (746 Lederle)	tablets 100	18 0ea	6 7ea 33 7 A
Achromycin V (746 Lederle) TS	paediatric drops 10ml	3 10ea	— 5 9 A
Admune (179 BDH)	ampoules 1ml	12 0	— 16 0
	vial 10ml	100 0ea	— 133 4
	disposable syringe 1	14 0ea	— 18 8
Aqua Manda (532 Goya)	herbal shampoo sachet	9 0	3 3 1/2 1 5 •
Ardena (60 Arden)	lipsticks	—	— 12 0 •
Arthripax (894 Nicholas)	cream and tablets		D
Athera (851 MHP)	tablets 40	26 0	9 7 3 11
	100	56 0	20 7 8 6
	500	214 0	78 6 32 6
	tea 4oz	34 0	12 6 5 2
Aureomycin (746 Lederle) TS	syrup 100ml	9 5ea	— 14 2 A
Barboestryl (1087 Roussel)	tablets 500	39 0ea	14 4ea 72 10 C
Boldolaxine (346 Dales) †	tablets 70cc	—	— D
Breck (1509 C of GB)	shampoo medicated sachet	6 6	2 5 11 •
	70cc	24 0	8 10 3 5
	120cc	34 10	12 10 5 0
Elimin	—	—	— D
Baban (208 BW) VPO	liquid (vet.) 20oz	45 0ea	— 60 0 •
Cabdrivers (234 Cartwright)	existing entry		D
Cabdrivers (558 Halas)	linctus adults	24 0	8 10 3 6
	44 0	16 1	6 6
	junior	20 6	7 6 3 0
	37 0	13 7	5 6
tablets 12	43 4	15 11	4 0
Cadum (280 CP)	soap	39 6	14 6 10
	toilet	(6dolz)	(1 1/2dolz)
	bath	40 6	14 11 1 4
Calazean (312 AC)	cream 25g	19 0	7 0 3 0 A
Carbomucil (896 NL)	granules 100g	48 0	17 7 7 6
Castellan No.10 (1075 R)	bronchial pastilles 56g	17 9	6 6 2 9
	children's syrup †DDI 58ml	18 0	6 7 2 9
Cobalin (930 P&B)	ampoules 250mg	6	54 0 —
	1000mg	6	69 0 —

	Trade	Tax	Retail
Colgate (280 CP)	dental cream standard	84 5	31 0 2 11 A
	large	(4dolz)	(4dolz)
	ex. large	90 6	33 3 4 2
	family	(3dolz)	(3dolz)
fluoride	tooth-paste standard	41 8	15 4 5 9
	large	52 6	19 3 7 3
	shave cream lather or brushless	42 2	15 6 2 11
	large	(2dolz)	(2dolz)
	shave cream lather or brushless	60 4	22 2 4 2
	large	(2dolz)	(2dolz)
Crystapen (518 Glaxo)	injection 100,000 units	—	D
Crystapen V (518 Glaxo)	syrup 62.5mg/5ml	—	D
CVK (2 Abbott)	solution 125 mg 60ml	—	D
Desbutal (2 Abbott)	tablets 42	27 0	— 5 0 A
Dietrimis (312 AC)	tablets 10	39 0	— 5 9 A
Effer-C (312 AC)	tablets 40	48 0	17 7 7 6 A
Elizabeth Arden (60 Arden)	eyewriter	—	45 0 •
	refill	—	15 0
Enzypan (896 NL)	tablets 120	112 0	41 1 17 5
Gale's (1449 R & CFD)	honey set & clear 1lb	36 8	— 3 8 1
Ganda (898 Northern)	camphorated goose grease	24 0	8 9 1/2 3 5
	38 0	13 11	5 5
	55 0	20 2	8 0
Goddess (280 CP)	hairspray extra or normal hold standard	36 10	20 4 5 9 A
	large	48 0	26 6 7 6 R
Helena Rubinstein (596 HR)	Illumination souffle	—	45 0
	cheek colour	—	80 0 •
Hill's (605 Hill's)	bronchial balsam †DDI	31 2	11 5 4 7 A
	100ml	51 6	18 10 1/2 7 7
	200ml	25 6	9 4 3 9
Inter-Dens (1556 Farillon)	5 books	29 8	10 11 4 7 C
Jectoral (68 Astra)	tablets 100	10 6ea	3 10ea 19 7 A

	Trade	Tax	Retail
Jectoral F (68 Astra)	tablets 30	6 6ea	2 4 1/2 12
KiKU (446 Fl)	bath mitt	0511	16 10ea 9 3ea 37
	sparkling bath	0510	11 6ea 6 4ea 22
Komed (187 BS)	Lady Manhattan (893 Nicholas)	cream perfume roll-on	80 4 42 0 13
	perfume 10cc	118 0	61 8 19 19
	spray Cologne	112 8	59 0
Lancome (726 Lancome)	lipsticks transparent	—	15
	Maqui-blush	—	39
	Mimaki	—	31
Lipostabil (894 Nicholas)	Lustre Dent (280 CP)	tooth-paste standard	35 0 12 10 (2dolz) (2dolz) 2
	large	25 4	9 4 3
Marvin (1566 NM)	anti-pore cream 55cc	—	74
	anti-wrinkle cream 55cc	—	—
	for the eyes 8cc	—	93
	cleansing cream 85cc	—	40
	cleansing milk 120cc	—	51
	compact powder 20cc	—	36
	micronised 20cc	—	32
	refill 20cc	—	21
	decongestion tonic lotion	120cc	47
	deodorant spray 70cc	—	34
	eyebrow pencil 10cc	—	17
	eye drops 10cc	—	21
	eyeliner liquid 10cc	—	—
	eye make-up remover 120cc	—	34
	eye shadow compact stick	—	47
	foundation cream 40cc	—	38
	tinted 55cc	—	55
	hair removing cream	—	38
	hand cream 55cc	—	21
	lipsticks 55cc	—	28
	liquid day cream 30cc	—	115
	liquid foundation 35cc	—	46
	loose powder micronised 30cc	—	34
	de luxe 45cc	—	68
	lyophilized biological mask	—	32
	mascara automatic refill	—	42
	massage cream 165cc	—	83
	nourishing cream 55cc	—	53
	strong 55cc	—	64
	nourishing and moisturising fluid cream 30cc	—	83
	refreshing lotion 120cc	—	40
	skin impurity cream 55cc	—	73
	tonic astringent 120cc	—	47
	vitamin shock emulsion	—	123
Max Factor (813 MF)	California frosties	lip glosses	41 4 21 7 7
	lipsticks	46 0 24 0	7 7
	nail frosts	38 0 19 10	6
Mellow Blossoms (280 CP)	toilet soap (5)	53 3 19 7 2	
Mennen (525 Golden)	existing entry	(lgross)	
Mennen (1506 Mennen)	Afta 103g	63 0	34 8 10
	after shave lotion 55cc	38 6	21 2 6
	110cc	59 6	32 8 10
	body talcum 105g	38 6	21 2 6
	deodorant aerosol 80g	44 6	24 6 7
	130g	58 0	32 0 9
	stick 50g	52 0	28 8 8
	foam shave 200g	43 0	15 10 6
	pre-shave lotion 85cc	57 4	31 8 9
	shave cream brushless 70g	23 2	8 6 3
	lather 70g	23 2	8 6 3
	skin bracer 55cc	38 6	21 2 6
	110cc	59 6	32 8 10
Dry Lime	after shave 55cc	43 0	23 8 7
	110cc	75 0	41 4 12
Wild Moss	after shave 55cc	43 0	23 8 7

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
Cologne	110cc	75 0	41 4	12 6	high potency	50	12 0ea	—	16 0	—	—
deodorant stick	55cc	49 0	27 0	8 7	100	21 0ea	—	18 0	—	—	—
50g	53 6	29 6	9 0	200	34 0ea	—	51 0	—	—	—	—
foam shave	200g	44 0	16 0	7 3	vitamin E capsules	30 u	5 4ea	—	7 0	—	—
pre-shave lotion	110cc	63 0	34 8	10 9	150	16 0ea	—	21 0	—	—	—
ripin (896 NL)	50	80 0	29 4	12 5	150	30 0ea	—	45 0	—	—	—
tablets	50	80 0	29 4	12 5	75iu	25	6 10ea	—	9 0	—	—
Rodale (1513 Rodale) existing entry					75	19 0ea	—	25 0	—	—	—
Rodale (1513 Rodale)					100iu	50	12 0ea	—	16 0	—	—
terola capsules	65	12 0ea	—	16 0	150	35 0ea	—	45 0	—	—	—
150	24 0ea	—	34 0	300	68 0ea	—	102 0	—	—	—	—
flavonoid complex	50	10 0ea	—	14 0	wheat germ flakes	13oz	3 10ea	—	5 0	—	—
capsules	125	22 0ea	—	29 0	wheat germ oil capsules	75	6 10ea	—	9 0	—	—
250	36 0ea	—	48 0	200	12 0ea	—	16 0	—	—	—	—
brewer's yeast tablets	250	5 4ea	—	7 0	Normacol (896 NL)	ant spasmodic	100g	48 0	17 7	7 6	A
500	10 0ea	—	13 0	250g	110 0	40 4	17 0	—	—	—	—
high potency	225	6 0ea	—	8 0	500g	204 0	74 9	31 8	—	—	—
500	11 4ea	—	15 0	standard	100g	45 0	16 6	7 0	—	—	—
assicated liver tablets	90	7 6ea	—	10 0	250g	100 0	36 8	15 6	—	—	—
200	12 8ea	—	17 0	500g	185 0	67 10	28 9	—	—	—	—
olomint wafers	90	4 6ea	—	6 0	2k	676 0	247 10	105 2	—	—	—
180	8 4ea	—	11 0	special	100g	45 0	16 6	7 0	—	—	—
olomite magnesium	100	6 0ea	—	8 0	250g	100 0	36 8	15 6	—	—	—
tablets	200	9 8ea	—	13 0	500g	185 0	67 10	28 9	—	—	—
400	17 0ea	—	22 0	2k	676 0	247 10	105 2	—	—	—	—
travite tablets	30	10 0ea	—	14 0	2k	825 0	—	—	—	—	—
90	28 0ea	—	37 0	Palmolive (280 CF)	shampoo regular or	41 5	15 3	4 2	A	—	—
tric capsules	150	10 0ea	—	14 0	medicated	(11 doz)	(11 doz)	—	—	—	—
350	18 0ea	—	24 0	shave cream lather or	26 8	9 10	3 8	—	—	—	—
triatric formula	60	9 0ea	—	13 0	brushless	37 8	13 10	5 2	—	—	—
180	25 0ea	—	33 0	shave stick	29 1	10 8	2 0	—	—	—	—
lubut oil capsules	125	7 6ea	—	10 0	soap, green	toilet	63 8	23 5	1 4	—	—
300	13 8ea	—	18 0	bath	63 8	23 5	2 0	—	—	—	—
Pro liver tablets	100	12 0ea	—	16 0	family	39 9	14 7	2 6	—	—	—
200	20 0ea	—	27 0	gold	toilet	31 10	11 8	1 4	—	—	—
450	36 0ea	—	48 0	bath	31 10	11 8	2 0	—	—	—	—
plant formula	7	6ea	—	10 0	Paterson (1673 J of H)	viewer '126'	—	—	28 6	•	—
bott.	100	6 0ea	—	8 0	Plus (1565 P Plus)	projector Universal	—	—	1199 0	•	D
minor formula	225	11 0ea	—	15 0	Polycrest (894 Nicholas)	Skintone 2oz	111 0	61 1	18 6	C	—
60	9 0ea	—	13 0	Prenatal (746 Lederle)	Regula (980 Photopia)	—	—	720 0	•	D	
120	17 0ea	—	23 0	viewer '126'	flashguns	125g	38 7	21 3	6 0	•	
lip tablets	200	6 0ea	—	8 0	variant CT electronic	207g	51 5	28 3	8 0	—	A
425	10 0ea	—	14 0	Spray 'N Stay (256 CPL)	hair spray firm hold	—	—	—	—	—	
ecto-Flora capsules	50	10 0ea	—	14 0	Strepolin (518 Glavo)	33 5 5g vial	—	—	—	—	—
125	21 0ea	—	28 0	Sure Shield (549 Guest)	bit pop tablets	13 0	4 9	2 0	—	A	
250	38 0ea	—	50 0	pastilles	17 0	6 3	3 0	—	—	—	
Introdale 3 tablets	150	8 4ea	—	11 0	antiseptic	17 0	6 3	3 0	—	—	—
300	14 0ea	—	19 0	blackcurrant &	17 6	3 10	2 9	—	—	—	
sturavite tablets	30	9 0ea	—	12 0	glycerine	17 0	6 3	3 0	—	—	—
90	23 0ea	—	30 0	catarrh	17 0	6 3	3 0	—	—	—	
apple bromelain	60	11 4ea	—	15 0	cherry cough	17 0	6 3	3 0	—	—	—
tablets	180	30 0ea	—	40 0	children's cough	17 0	6 3	3 0	—	—	—
300	21 0ea	—	28 0	codeine I nctus ;DDI	19 6	—	3 0	—	—	—	
o-Vitamin A capsules	100	9 0ea	—	13 0	Gee's BPC;DDI	16 0	—	2 3	—	—	—
250	20 0ea	—	27 0	Gee's & chlorodyne	17 0	—	2 6	—	—	—	
ve hip capsules	100	9 0ea	—	12 0	DDI	17 0	—	2 6	—	—	—
200	23 0ea	—	31 0	glycerine, lemon &	17 6	3 10	2 9	—	—	—	—
75	9 0ea	—	13 0	honey, aniseed &	17 0	6 3	3 0	—	—	—	—
175	19 0ea	—	25 0	fruits balsam	17 0	6 3	3 0	—	—	—	—
200	30 0ea	—	40 0	menthol & eucalyptus	17 0	6 3	3 0	—	—	—	—
40	8 0ea	—	11 0	menthol & eucalyptol	17 0	—	2 6	—	—	—	—
90	16 0ea	—	21 0	BPP ;DDI	19 6	—	3 0	—	—	—	—
180	29 0ea	—	39 0	pholcodine ;DDI	17 0	6 3	3 0	—	—	—	—
in tablets	100	7 0ea	—	10 0	Vox bronchial	17 0	6 3	3 0	—	—	—
100	7 0ea	—	10 0	lozenges	17 0	—	3 0	—	—	—	—
300	20 0ea	—	27 0	antibiotic throat	17 0	—	3 0	—	—	—	—
lower oil	85	9 0ea	—	12 0	iodised throat	12 3	4 6	2 0	—	—	—
psules	175	15 0ea	—	20 0	Quatoral ;	18 6	6 10	3 0	—	—	—
amin B12 tablets	100	6 10ea	—	9 0	17 0	—	3 0	—	—	—	—
75	14 0ea	—	19 0	—	—	—	—	—	—	—	—
50	7 6ea	—	10 0	—	—	—	—	—	—	—	—
150	18 0ea	—	24 0	—	—	—	—	—	—	—	—
350	38 0ea	—	50 0	amin B complex capsules	50	—	—	—	—	—	—
50	8 4ea	—	11 0	50	—	—	—	—	—	—	—
150	20 0ea	—	27 0	50	—	—	—	—	—	—	—
300	38 0ea	—	50 0	amin B complex capsules	50	—	—	—	—	—	—
50	8 4ea	—	11 0	50	—	—	—	—	—	—	—
150	20 0ea	—	27 0	50	—	—	—	—	—	—	—
300	38 0ea	—	50 0	amin B complex capsules	50	—	—	—	—	—	—

## therapeutic—pharmacological index

following products to be added under the categories stated

Co-ferol

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail		
heat ret. front flap red	12 3	4 6	2 0		heat ret. front flap red	12 3	4 6	2 0		heat ret. front flap red	12 3	4 6	2 0
tablets	18 6	6 10	3 0		tablets	18 6	6 10	3 0		tablets	18 6	6 10	3 0
travellettes	16 0	3 6	—		travellettes	16 0	3 6	—		travellettes	16 0	3 6	—
travellettes 10	15 0	5 6	—		travellettes 10	15 0	5 6	—		travellettes 10	15 0	5 6	—
itors 26	11 6	—	—		itors 26	11 6	—	—		itors 26	11 6	—	—
Tandalgesic 501	10 0	—	—		Tandalgesic 501	10 0	—	—		Tandalgesic 501	10 0	—	—
tablets	100	27	6ea		tablets	100	27	6ea		tablets	100	27	6ea
Terramycin 360 (Fisher) TS	—	—	—		Terramycin 360 (Fisher) TS	—	—	—		Terramycin 360 (Fisher) TS	—	—	—
with poly. 8	—	—	—		with poly. 8	—	—	—		with poly. 8	—	—	—
ophthalmic ointment	3 5g	3 Sea	—		ophthalmic ointment	3 5g	3 Sea	—		ophthalmic ointment	3 5g	3 Sea	—
Trivetin 20 (208 Biomet) TS	—	—	—		Trivetin 20 (208 Biomet) TS	—	—	—		Trivetin 20 (208 Biomet) TS	—	—	—
tablets (vet)	100	24	0ea		tablets (vet)	100	24	0ea		tablets (vet)	100	24	0ea
Trivetin 20 (208 Biomet) TS	—	—	—		Trivetin 20 (208 Biomet) TS	—	—	—		Trivetin 20 (208 Biomet) TS	—	—	—
Tyrocol (312 AC) t	—	—	—		Tyrocol (312 AC) t	—	—	—		Tyrocol (312 AC) t	—	—	—
lozenges	12	16	0		lozenges	12	16	0		lozenges	12	16	0
Tyromist (187 BS)	—	—	—		Tyromist (187 BS)	—	—	—		Tyromist (187 BS)	—	—	—
Varidase (746 Lederle) TS	—	—	—		Varidase (746 Lederle) TS	—	—	—		Varidase (746 Lederle) TS	—	—	—
buhal tablets	12	23	Sea		buhal tablets	12	23	Sea		buhal tablets	12	23	Sea
Varidase (746 Lederle) TS	—	—	—		Varidase (746 Lederle) TS	—							

# INTER-ALIA

## GENERIC

## Products

... now presented to you under our own brand names. These tablets are guaranteed to be manufactured in our own Works and Laboratories under the strict supervision of qualified staff with full analytical control ...

		Per 250	Per 500	Per 1000
<b>IA-BUT</b>	100 mg. .... (Phenylbutazone B.P.)	6/- (£0.30p.) 200 mg. ....	11/6 (£0.58p.) 15/6 (£0.78p.)	22/2 (£1.11p.) 30/2 (£1.51p.)
<b>IA-LOXIN</b>	250 mg. .... (Oxytetracycline B.P.)	26/- (£1.30p.)	51/- (£2.55p.)	100/- (£5.00p.)
<b>IA-PEN</b>	125 mg. .... (Penicillin V. B.P.)	22/- (£1.10p.) 43/- (£2.15p.)	43/- (£2.15p.) 85/- (£4.25p.)	85/- (£4.25p.) 160/- (£8.00p.)
<b>IA-PRAM</b>	25 mg. .... (Imipramine B.P.)	14/6 (£0.73p.)	28/- (£1.40p.)	55/6 (£2.78p.)
<b>IN-SOLONE</b>	1 mg. .... (Prednisolone B.P.)	4/3 (£0.21p.) 12/6 (£0.63p.)	7/3 (£0.36p.) 24/- (£1.20p.)	13/11 (£0.70p.) 47/3 (£2.36p.)
<b>IN-SONE</b>	1 mg. .... (Prednisone B.P.)	4/- (£0.20p.) 11/6 (£0.58p.)	7/- (£0.35p.) 22/6 (£1.13p.)	13/5 (£0.67p.) 44/5 (£2.22p.)



*The symbol of  
guaranteed  
quality!*

## INTER-ALIA PHARMACEUTICAL SERVICES LTD.

(Incorporating Roberts & Co. of Bond St., W.1.)

RAPHAEL HOUSE, 226 HIGH STREET NORTH, LONDON, E.6.

Phone: 01-552 4344 Cables: Intalpharm London E6 Telex: 261553

Works and Laboratories:

Grangestone Industrial Estate, Girvan, Ayrshire.

Phone: Girvan 3471/2 Telex: 778683

duced within the past three years. But most chemists will experience a comparatively slow movement in any one shade. It has been estimated that the average stock cover on a lipstick is 10 monthly. On this basis, even a 33 per cent margin when discounted at today's interest rates, doesn't look very attractive. In these times the profit return on your working capital invested in stock is a very

serious matter and in many areas lipsticks do not have a good record in this respect. It is important to realise the problem, but it's much more difficult to solve it. Too many chemists stock far too wide a range of the lipsticks available. The only way to make meaningful cuts and to increase the stock-profit ratio is to cultivate a greater awareness of the appeal of your particular shop — you must, by observa-

tion and thought, define your customers more precisely. With even some broad indications you can experimentally cut your ranges and if your guesses are informed you will probably increase your turnover by displaying what you retain to better advantage and by knowing more about the ranges you are offering.

To make things more difficult there is probably very little brand loyalty in this particular field.

Lipsticks are a difficult product to display effectively. In themselves they don't look much and for this reason it is most important to make full use of the point of display material offered by manufacturers for the ranges you have decided to feature. It's no good uncritically accepting everything that comes along. Do your own survey for your particular market and then promote your choices to the hilt.

The importance of "testers" cannot be over-emphasised. They take up room, of course, but they are vital to a satisfactory level of sales. Don't put yours where it will block incoming or outgoing customers, but neither should it be put in an inaccessible spot. Siting needs careful thought and will certainly pay dividends. And once your "tester" is placed do take the trouble to keep it clean and attractive.

Too many of them look messy, especially towards the end of the day and consequently look unappetising and do not attract sales. One manufacturer said to me, "if the chemist is as careful about his cosmetics as he is about his pharmaceuticals we will be very happy."

That is a manufacturer's view, of course, and it's not quite as simple as that, but my own personal observations bear him out at any rate to some degree. Only the other week I observed a messy "tester" in a department store. In 15 minutes five women approached it but only two made use of the facility.

At least one of the others was obviously offended and another had the sense to complain to the sales girl.

It's also very worth while ensuring that one of your assistants has some basic knowledge of skin care and perhaps takes advantage of the information and courses available from some manufacturers. In cosmetics generally and lipsticks in particular women will listen to informed, sympathetic advice. That is why the demonstrators in the department stores hoist sales so successfully.

Undoubtedly, informed selectivity of range coupled with a good, attractive accessible "tester" are the cornerstones of success in this market. Reduced price offers are few and far between and in any case should be studiously ignored if they do not fit in with your assessment of your particular market.

Not are there likely to be any dramatic changes or developments in this market which would alter this general advice. This season some manufacturers are backing the "wet" look and certainly textures will become of increasing importance. But these do not in any way affect the main issues noted above — the larger the permutations of shade and texture, the more selective you must be.

# LIPSTICK MARKET

PhD DSc



Stock mixtures are here being left to cool and solidify before being cut up, melted and into moulds

# Have you got Cheekychops?



Pretty soon, girls will be coming into your shop asking if you've got Cheekychops. But don't take it personally! You see, Cheekychops is an exciting, new idea from Cutex. It's a blusher and a lipstick all in one thick stick.

And going by the results of our research we've come up with a real winner.

There are four shades to choose from: Rosy Gleam, Cream Gleam, Cinnamon Glisten and Ivory Glisten. And Cheekychops only costs 8/6d.

We'll be telling everybody about Cheekychops with full colour, eye-catching ads in Honey, 19, Petticoat, Woman's Own, Jackie, Rave and Loving.

So when the girls start asking you if you've got Cheekychops—make sure you can say yes.

**Cheekychops by  
CUTEX**

# COMMENT COMMENT COMMENT COMMENT COMMENT

## A spoonful of sugar

A complete ban on the use of cyclamates in food and drinks was announced by the Ministry of Agriculture in October 1969 following evidence from the United States that cancerous changes had been induced in rats fed on cyclamates.

In America at the same time cyclamates were banned from general purpose foods, while their sale in some products for use by diabetics was allowed pending more study. Any relaxation or tightening of the US regulations should therefore give a pointer to the future of these sweeteners in Britain and elsewhere.

The US Medical Advisory Group on cyclamates has now revised its recommendations on the safe maximum daily dose to yield the equivalent of 5.1g of sucrose.

On August 14 the Food and Drug Administration announced that food products containing cyclamates would no longer be permitted to be marketed as drugs after September 1. The effect will be to complete the ban on products containing cyclamates.

A meeting last week of the Medical Advisory Group revealed that there is neither actual nor theoretical proof that the sweetener would be effective for drug purposes. In a report to Dr Roger O. Egeberg, HEW assistant secretary for health and scientific affairs, the Group says that its earlier recommendation was based on the conclusion that cyclamates are sweet and non-nutritive, and that some obese persons and juvenile diabetics are intractable to dietary control and require non-nutritive sweeteners to maintain their caloric intake control. The Group felt at that time that cyclamates would permit these patients to have a variety of fruits, vegetables, and desserts without increasing their caloric intake above the limits necessary for their health.

In reviewing the evidence the group noted that cyclamate had produced bladder tumours when fed to rats at 2,500 mg/kg body weight per day but had failed to do so at 1,120 mg/kg per day. Adjusting the latter dose downward to give a 100-fold safety factor the assumed maximum safe daily dose was 11.2 mg/kg of body weight.

On that basis, a 70 kg human could use 0.78 g of cyclamate per day at a saving of 23.55 g/day of sucrose, or 96 calories. To a patient on a sharply restricted carbohydrate intake this would be an appreciable bonus in sweetening substance.

New information on experimental carcinogenesis presented to the Group has required a downward revision of the assumed safe daily dose from 11.2 to 2.4 mg/kg per day or, in human terms, a reduction from 0.78 g to 0.168 g which is equivalent in sweetening power to 5.1 g of sucrose (21 calories).

That, the Group said, would permit the sweetening of only one serving of canned fruit or vegetables, with a caloric reduction of the order of 21 calories. This was felt an insignificant reduction having no practical value for the obese or the diabetic patient. Thus the FDA, which under the law must approve use of cyclamates as drugs based on evidence of safety and effectiveness, must now

conclude that the continued sale of the products with drug labelling cannot be permitted.

The latest American evidence will undoubtedly be studied with interest by the pharmacology subcommittee of the Food Additive and Contaminants Committee now carrying out further investigations on this side of the Atlantic for the Ministry of Agriculture, Fisheries and Food.

## Goose and gander

The Consumer Council has recommended the setting-up of what they describe as "small claims courts, to provide justice for claims up to £100."

The Council's argument (outlined in a survey published last week and entitled "Justice out of reach") is that private individuals use the county courts very little, mainly because of the cost and time involved.

Their suggestion for the small claims court is that there should be a fee of 10s-£2 for an informal hearing before a registrar, possibly sitting in the evening to avoid loss of working time, and eliminating lawyers' fees. It seems a sound proposal, but one jarring note is struck when the Council says: "Businesses (ie, limited companies and partnerships) should not be permitted to sue in the small claims courts, except where, at the request of the defendant, the case had been transferred from the county court."

We accept that the Council's concern is purely with the consumer, but feel there is an element of sauce for goose and gander here. It is possible that opening courts of the kind proposed to all comers would necessitate a structure so extensive as to make it economically impractical. But it seems an idea worth pursuing — the small businessman has just as much need to recover a "small" debt from an erring customer as the customer has to obtain recompense from an uncompromising trader.

## Pharmaceuticals lose lustre

From the most recent survey carried out by the Board of Trade on the chemical industry (p 237) it seems that the pharmaceutical section has lost some of its lustre.

Despite the ups and downs registered by the industry as a whole over the last decade, pharmaceuticals could generally be relied on to turn in a better-than-average performance. However, on this particular occasion, which relates to the first quarter of 1970, the output index of pharmaceutical chemical products is shown to have fallen for the first time.

The pharmaceutical sector also has the doubtful distinction of showing a 1½ per cent price rise compared with the previous quarter—against an overall increase of 1 per cent for the total chemical industry.

Yet another disturbing feature of the statistics is the rapid growth of imported pharmaceuticals. From a value of £8.4 million in 1963 they had risen to £29.1 million by 1969—a rise of 250 per cent whereas exports in the same period increased by only 121 per cent.

So far as the price rises are concerned the industry has had a good record of absorbing many of the increases it has had to meet—the index standing at 97.8 in the first quarter against 100 in 1963 speaks for itself.

# LETTERS

## Support for NI Council's policy

Although I myself have been openly critical at times of the NI Society I feel that the letter from Mr Boyle (August 1, page 136) needs an answer.

He (and other volatile critics) offer no constructive suggestions, and perhaps they can tell us how—*without limitation*—the Society can formulate a policy for everyone—or for that matter anyone.

As matters stand—and are likely to stand until and after health centres are functioning—anyone can take premises nearby and skim off the cream. Mr Boyle is entitled to do so—so am I—and the Society is powerless to stop us.

Do the Society then say "stay out" to its members, with this risk attached—or do they say "go in" and be accused of coercion.

Surely all that at present any responsible society can advise its members is to consider the issue carefully and make up their own minds—and this the NI Society have done.

I should like here to pay tribute to Mr Jos Kerr for all the work he has put in on our behalf.

**J. A. Brown,**  
Belfast

## Self-service

I read with interest the article "Self-service spearhead" (August 15, page 184) reporting on the first of a chain of new-style units opened by R. Weston (Chemists) Ltd.

The concept of a totally "check-out" pharmacy is relatively new, but Westons seem to have achieved an excellent compromise between the old and the new.

I have only one criticism to offer: how does Mrs Smith, who came in to have her prescription dispensed, and who is now in a hurry to catch her bus home, and who is exempted from paying the 2s 6d levy, get out without joining a queue at one of the check-outs?

**M. J. Rayner,**  
Aberdare

[In the circumstances described, Mrs Smith would simply leave the shop by the main entrance through which she came, bypassing the check-outs. If a prescription payment is made, procedure is the same as for purchases from the medicines' counter described in the article—Editor.]

## Contradiction?

Mr Jenkins (August 22, page 225) seems at variance with himself. Repeatedly he has castigated the defence and expense of the "Dickson" case! Now he complains of the "High Street, some 20 multiples, tedious . . . dreary half-mile of concrete, cut prices and catchpenny stunts." However, in the previous paragraph he seemed happy to perpetuate this; the small chem-

ist of course acting differently and "complementary" says he.

Personally I would prefer something nearer uniform pricing and practice than re-packing anti-freeze implies. I think the "Dickson" expense the best-spent money on a defence since King Alfred founded the Royal Navy—and I was, in any event, under the impression that Mr Jenkins stood for the purest of pharmacy.

You will remember Boots always maintained they were a commercial company and pharmacy could not restrain trade. The courts took the view, and ruled we could chance it! A slight improvement if anybody thinks multiple pharmacy a negotiable sphere.

Concerning his castigation of the Society, the Report on the General Practice of Pharmacy was quite clear. "The economics of Pharmacy are a matter for the pharmacist . . . a sale may be in a professional manner—although perhaps the Medicines Act improves somewhat and enlarges on the latter.

**Pharmacist**

## Wholesale lapse

Like many of your readers, my company was recently favoured—if that is the word—by a duplicated letter from Vestric Ltd, closing our account.

I agree with their suggestion that our level of purchases shows that they have failed to give us the service we require from a wholesaler. The number of items out of stock and wrongly delivered hardly encouraged us to deal with them.

Perhaps they should restrict their dealings to those who order £150 of goods monthly. A comparison with the amount finally invoiced might be instructive.

An arbitrary £150 may be all very well for those in thriving establishments, but it is far from easy for those surrounded by areas of demolition and redevelopment.

If, as we anticipate, our business picks up after redevelopment, I am hardly likely to fly to Vestric Ltd for my needs.

It would be a pity if chemists are driven out of business by the unyielding attitude of wholesalers who are seemingly incapable of operating efficiently within the margins of their wholesaler's profit.

**Paddington Pharmacist**

## Regional conference

Applications for the North-west Regional one-day conference on September 6 have been coming in at a slow but steady rate so far. I feel there must be many more pharmacists who intend to be present. In order that numbers for catering can be accurately determined, would you please let me have your applications not later than Wednesday September 2.

**C. Mellor,**  
Secretary, North-west  
Regional Committee.

## Labelling scripts

In the absence of instructions as to dosage, I label the items "Dose not stated." This implicates the real culprit.

**G. Law**  
Scarborough

# PEOPLE

**Dr E. F. Hersant**, May & Baker's chief analyst and immediate past chairman of the British Pharmaceutical Conference, has left for a lecture tour in the Far East. He will contribute to the Singapore Pharmaceutical Society's seminar on "Drug Control" and then leave for Bombay where he will lecture on



"Quality Control" to the Indian Pharmaceutical Association.

**Mr James F. Jack** who has left North London to take over a pharmacy in Worthing was rewarded recently for his 25 years of service to the local branches of the Pharmaceutical Society and National Pharmaceutical Union. A presentation of a silver coffee set was made on behalf of members by Mr John Edwards, chairman.

Mr Edwards recalled that Mr Jack had come on to the committee in 1945 and was very soon acting as assistant secretary. In the years 1961 and 1962 he was branch chairman, and it was worthy of notice that Mr Jack had presented the chairman's badge to the branch.

His work on the committee of the North London NPU branch had been no less active. Indeed, he had been its secretary for some 16 years, and chairman for two years. In addition, he had been a member of the Middlesex Pharmaceutical Committee for the past six years.

## Deaths

**Tranmer:** On August 19 Mr Edward Tranmer, MPS, JP, 82 West Park Road, Smethwick, aged 71. Mr Tranmer qualified in 1920 and joined the family business at High Street, Smethwick, succeeding to the business on the death of his father. He retired last year. He was secretary of the Smethwick Pharmaceutical Committee and of the West Bromwich and Smethwick NPU Branch. **Mr A. M. Carr** writes: local pharmacists will remember Mr Tranmer as a quiet unassuming man always prepared to draw on his knowledge and long experience to give advice.



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# CHEMISTS' ROLE IN FLY-KILLER SALES

Recent publicity about the long-term effects of DDT has resulted in a more-confused public on the subject of the dangers of chemicals rather than a better-informed one. The authority of the pharmacist in retail practice is needed in order to restore confidence.

This opinion was given in a recent interview with the *C&D* by Mr John Holborn, chief entomologist on the staff of the Cooper Technical Bureau at Berkhamsted.

Mr Holborn believed that in the present climate of opinion the discerning housewife is more likely to buy a fly killer with a reputable name, relying on the reputation of the establishment not to stock anything harmful.

Publicity about the drawbacks of certain chemicals had resulted in a vague unease on the part of the consumer and a tendency to suspect any insecticide. A false impression prevailed that DDT had for a long time been used universally in household aerosols and that it had only recently been discovered to have undesired effects.

The fact was that DDT had never been used, for instance, by Cooper's in their

household fly killer because their scientists had all along recognised the necessity of providing an insecticide that was acceptable in the presence of food.

When people called for the banning of certain chemicals, they should consider the problems that could arise if that insecticide were not available to contain the pest population. "This is the balance that scientists have been concerned with for many years—an equation which the retailer is best equipped to explain at the point of sale," he said.

Fly-killer aerosols are formulated at a concentration which will give rapid knock-down and complete mortality of flying insects with a 3-5 second burst of spray in a normal sized room. For testing the biological efficiency of insecticides, the Cooper Technical Bureau maintains a large and varied insectary. While this contains a wide range of insects such as cockroaches, clothes moths, grain and flour beetles, the requirements for testing fly killing aerosols necessitate the rearing of at least 75,000 flies per week.

Evaluating the efficiency of aerosols in use is essentially a practical process. It takes place in a specially designed 1,200

cu ft test chamber in which illumination, temperature and humidity are standardised. The test insects, 4-6 days old, are released in batches of approximately 500 per test immediately after the discharge of a weighed amount of aerosol insecticide. Counts of the number of knocked-down flies are made at regular intervals. At the end of the exposure period, all the flies, both those knocked-down and still flying, are collected into special recovery containers and they are then held for 24 hours with food and drink supplied. In other words, the insects are given every opportunity to recover from this spray treatment. It is only then that the formulation under test is assessed.

Particular attention is paid here to the sex ratio of the living and dead flies; the research assistants doing this work become most adept at determining the sex of a fly at a glance. In fact this is most important in that it requires approximately three times more insecticide to kill the female fly than the male.

The insecticide used by Cooper's in their aerosol fly killer at the present time is based on pyrethrum. The pyrethrins, obtained from the pyrethrum flower, only really came into their own as a household insecticide with the discovery of synergists, one of which, piperonyl butoxide, is used extensively by Cooper's.

In certain formulations, by using this synergist, the quantity of pyrethrins necessary to kill flies has been reduced to one-fifth whilst maintaining the same level of efficiency and safety.

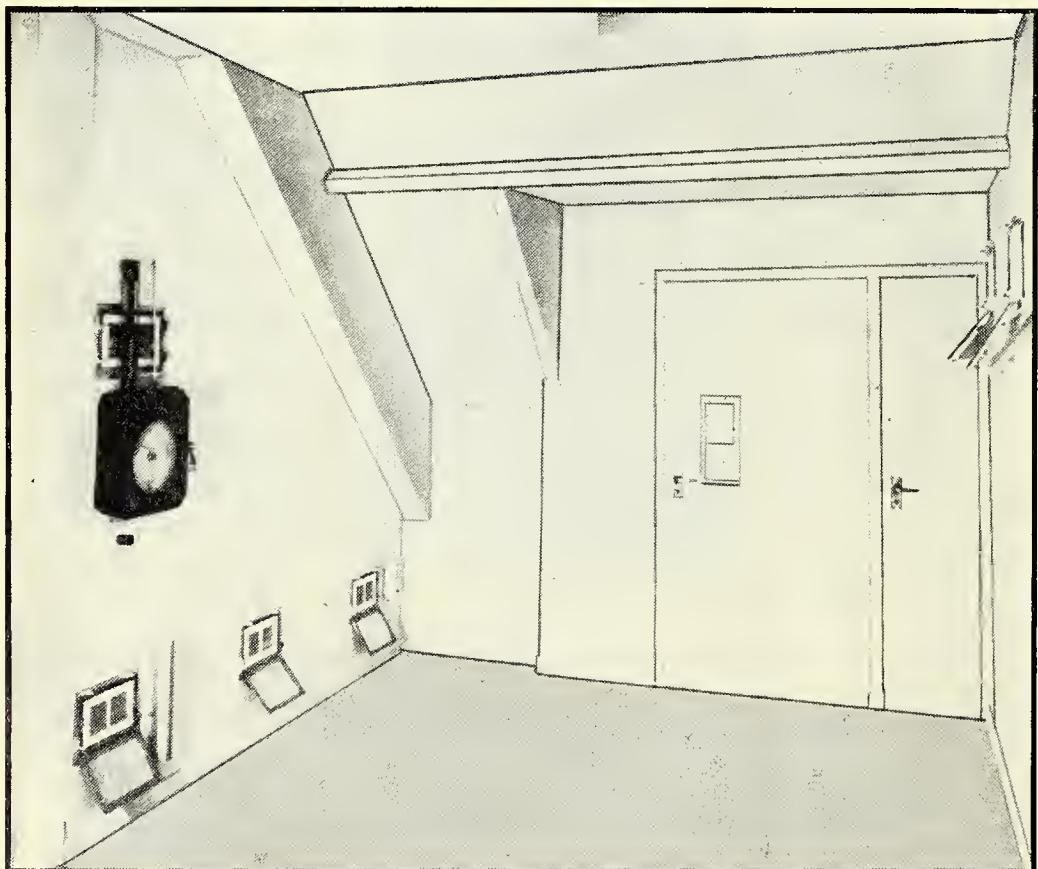
Pyrethrum, however, is relatively expensive, and since it is obtained from a natural crop, supplies are variable. In recent years, considerable attention has been given to the production of synthetic insecticides having a molecular structure as similar as possible to naturally-produced pyrethrins. At present none has been found which has exactly the same broad biological effect.

Intensive research is now going on in several laboratories but with so complex a molecule to be made it is unlikely that any dramatic reductions in costs will be seen, at least in the short term.

One interesting finding is that the various synthetic pyrethroids have very different effects on different species of insects. So while they are unlikely to replace natural pyrethrum entirely, they may provide a selective biological action; a most desirable feature in modern insect control.

A study of the aerosol market over the last few years reveals that the number of insecticidal aerosols manufactured has gone up from 18 million in 1965 to 27 million in 1969, so the market is obviously expanding rapidly. In turn, this expansion offers opportunities to the chemist to increase his business.

Many products that have been taken for granted in the past, will no doubt be the subject of an inquiry in the future. Chemicals which once were hailed unreasonably as the solution to all problems are now coming, just as unreasonably, under suspicion. That is where the pharmacist can provide the information to the many questions raised by the public.



A specially-designed chamber for testing the effectiveness of aerosol fly-killers at the Cooper Technical Bureau. A known number of flies are released, the aerosol sprayed and the time taken for the "knockdown" measured



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# MARKET NEWS

## Expected honey famine this winter

London, August 26: There is a world shortage of honey, the main effects of which are expected to be felt during the coming autumn and winter. Reports describe crop failures in practically all the major producing countries of the west, and to add to the difficulties China is no longer making offers. Argentina alone is said to have a carry-forward stock from last year but in the light of the world position is only releasing small stocks. On the spot only Canadian and Australian light amber appeared to be available.

Peru balsam again advanced by six-pence on the spot and Portuguese ergot was dearer by the same amount on reports of new-crop shortages. Also dearer were Chinese menthol, Jamaican sarsaparilla and witch hazel leaves. Easier were cinnamon bark, hydrastis, Indian lycopodium, Costa Rican ipecacuanha, most gingers and Canadian senega.

In pharmaceutical chemicals the tight position of some of the vitamins was again evident as riboflavin rose another 20s kg; 5-kg lots are £9 8s per kg and 25-kg, £9 6s kg.

### Crude drugs

Aconite: *Napellus* 12s 3d lb, cif.

Agar: Kobe No. 1, 18s 6d, cif; European 16s lb.

Aloes: (cwt) Cape primes 295s; 285s cif. Curacao 700s cif for August-September shipment.

Balsams: (Per lb) Canada; 36s 6d spot; shipment new crop 36s cif. *Copaiba*: BPC 11s, Para soluble 7s 6d spot. Peru 19s 3d spot 19s cif. *Tolu*: BP 14s genuine as imported 40s, cif.

Belladonna: Leaves 3s 3d lb spot, 3s 1d, cif; herb 2s spot, 1s 10d, cif; root 1s 10d spot; 1s 9d, cif.

Benzoin: Spot £37 to £48 per cwt as to quality. *Buchu*: (round) 36s spot, 34s 6d, cif.

Calumba: Spot nominal; 130s cwt, cif.

Cardamoms: Alleppy greens 33s 6d lb, cif. Guatemalan 46s cif. Tanzanian 25s 3d. Prime seed 44s, cif.

Cascara: Spot 420s cwt; Shipment 370s cif.

Cassia: *Lignea* 475s cwt in bond for broken.

Cherry bark: Thin natural 3s 4d spot and 3s 3d lb, cif.

Chillies: Mombasa 280s cwt; 230s, cif.

Cinnamon: Seychelles bark 260s cwt; 237s 6d, cif. Ceylon quills (cif) four O's 6s 6d lb two O's 6s 2d; quillings 3s 3d.

Cloves: (lb) Ceylon No. 1 18s 9d, cif; Zanzibar 15s 11d, cif; Madagascar 19s, fob.

Cochineal: (Per lb) Tenerife and Peruvian nominal.

Colocynth pulp: Spot 4s 6d lb; 4s 3d, cif.

Dandelion: Root 5s lb spot; 4s 9d, cif.

Ergot: (lb) Spanish 12s; 11s, 6d, cif.

Gentian: Root 400s per cwt spot; 390s, cif.

Ginger: (cwt). Nigerian peeled 585s spot, 600s, cif; split 380s spot; 375s cif. Jamaican No 3, 1180s spot, Sierra Leone 610s spot, 620s cif. Cochin 725s, cif.

Gums: (Per cwt) *Acacia*: Kordofan cleaned sorts 290s spot; 275s cif. *Karaya*: No 2 faq 460s spot; 440s cif. *Tragacanth*: No 1 spot £300 No 2 £275.

Honey: (Per cwt ex store). Australian light amber 162s 6d, medium amber 142s 6d, nominal, Argentinian 168s nominal, Canadian 220s, Mexican 175s nominal, Chinese 147s 6d nominal.

Hydrastis: 29s 6d lb spot; 29s, cif.

Hyoscyamus: *Niger* 2s 3d lb.

Ipecacuanha: Matto Grosso 68s lb spot 66s, cif. Costa Rican, spot 66s 6d; shipment 64s, cif.

Jalap: Mexican 15% 8s lb, cif.

Liquorice: (cwt) Chinese root spot 100s cwt, 90s, cif. Russian 85s, cif. Anatolian block 290s, nominal; spray-dried powder 3s 9d lb delivered.

Lobelia: (lb) Dutch, 4s 9d, spot 4s 4d, cif; American 9s, cif.

Lycopodium: Indian 62s 6d lb spot. 45s, cif.

Mace: Grenada No 1, 9s, cif.

Menthol: (lb) Chinese spot 65s; Brazilian 36s 6d spot, 36s 3d, cif.

Mercury: Spot £212 per flask of 76 lb.

Nutmegs: (Per lb, cif). Grenada 80's 5s 7d; 110' 5s 4d; assorted 3s 9½d; defectives 3s 9d.

Nux vomica: (cif) Ceylon 80s cwt; Saigon 145s Pepper: Sarawak white 495s cwt spot; 450s, cif black 410s; 395s, cif.

Seeds: (Per cwt) Anise: Star 160s, Spanish green 245s. Caraway: Dutch 172s 6d. Celery: Indian

September-October 360s. Coriander: Moroccan September-October shipment 82s, cif. Cumin: Syrian

August-September 263s, cif. Dill: Indian new crop 180s, cif; Chinese 125s duty paid. Fennel: Chinese

107s 6d spot; 100s, cif. Fenugreek: Moroccan 58s, cif. Mustard: English 35s to 90s as to quality.

Senega: Canadian 24s; shipment 23s 6d, cif. Ib Japanese 20s in bond; 18s, cif.

Turmeric: Madras finger 255s cwt; September-October shipment 190s, cif.

Witch hazel leaves: 5s 6d, spot; 5s 4d, cif.

## COMING EVENTS

### Thursday September 3

**Huddersfield Branch Pharmaceutical Society**  
Spotted Cow hotel, Salendine Nook, Huddersfield, at 8 pm. Mr W. H. Senior, on "Local History" (illustrated talk).

### Sunday September 6

**North-western Region Pharmaceutical Society**  
Owens Park University Halls of Residence, Wilmslow Road, Fallowfield, Manchester, at 10.45 am. One-day conference on "Pharmacy in the '70's."

### Advance information

**EDIT (Educational Development for Industrial Techniques Ltd)**, Clive Hotel, Primrose Hill Road, London, NW 3, October 6-7 and November 3-4. Management seminar on "The Trade Descriptions Act — implications for business, hire purchase and associated subjects." Fee, £45 (including lunch and tea).

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Applications are invited for the post of Pharmacy Technician I or II. Interesting post in modern, well equipped department. Duties finish at 4.30 p.m. Monday to Friday Saturday 1 p.m. with alternate Saturdays free. Whitley Council salary and conditions of service.

Applications to the Chief Pharmacist, Moorfields Eye Hospital, City Road, London EC 1.

### ROYAL GWENT HOSPITAL, NEWPORT, MON.

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There is a vacancy for a Post-graduate Pharmaceutical student in this newly opened area Pharmaceutical Department which serves 10 hospitals (1,762 beds). The department is modern and well equipped and incorporates a separate sterile products unit. Salary £1,000 per annum plus £25 higher qualification allowance. Good accommodation at a reasonable charge is available for a single person. Applications to Group Pharmaceutical Officer, King's Mill Hospital, Sutton-in-Ashfield, Notts.

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Applications to the Chief Pharmacist, Moorfields Eye Hospital, City Road, London EC 1.

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### YORK 'A' HOSPITAL MANAGEMENT COMMITTEE

Applications are invited for the post of Pharmacy Technician I (£650 to £910 p.a.). Pharmacy Technician II (£380 at age 18, £550 at 24 and over rising to £765 p.a.) or student (£300 at age 16, £525 at 24 and over rising to £600 p.a.). Further details of appointment may be obtained from Group Chief Pharmacist, City Hospital, Hazby Road, York YO3 7JT, to whom applications should be submitted.

Applications are invited for the post of Chief Pharmacist for the Ear Nose and Throat Hospital and the Royal Beatson Memorial Hospital, Glasgow. These are hospitals situated near one another in the west end of Glasgow and of eighty-three and seventy-eight beds respectively. Applications with the names of two referees to the

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**MIDDLESEX/LONDON BORDER.** Ill-health vacancy. Most attractive and well maintained Drug Store with good accommodation over (3 beds., etc.). Lease at very reasonable rent. Price £2,000 plus s.a.v. (London Office).

**SURREY RETIREMENT.** Turnover 1970 £24,000 (subject audit) increasing. NHS items 1,200 per month. Double fronted shop, separate dispensary, storage. Accommodation let, but might be available. 21 year lease. Very easy hours. Price asked £2,500 + £500 for fixtures + stock approximately £4,000. Part payment considered if necessary. (London Office).

**N.W. LONDON RETIREMENT.** Turnover £21,816 (subject audit). NHS items 1,250 per month. Double fronted shop, separate dispensary, storage. 3 bed. accommodation over at present sublet. Lease, normal hours, lunch time closing, rota 1 in 5. Price £2,639 plus stock. Established family business in favourable main road site, considerable scope wth refitting. (London Office).

**BRISTOL.** Attractive area, family pharmacy, turnover 1969 £17,155 (showing increase). Double fronted shop, separate dispensary, storage, modern fittings. Self-contained flat over. Lease. Development continues in area. Price £1,500 (reasonable offers considered) plus stock about £3,500. Part payment also considered. (London Office).

**BIRMINGHAM RETIREMENT.** Opportunity to acquire lock up pharmacy, present T/O approaching £24,000 p.a. at very reasonable price. NHS items 1,250 p.m. Rent £450 p.a. Good agencies. Offers invited for goodwill, s.a.v. est. £4,000 and f. & f. £200 (part modernised). (Walsall Office).

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**LONDON, N.1.** Middle and working class business with heavy NHS. Turnover this year about £26,000. Attractive shop. Rent £250 p.a. on lease. Established 50 years. Price: £3,500 o.n.o. SAV. 50% can remain to approved purchaser. Sole Agents.

**DUDLEY, WORCS.** Drug Store. Magnificent premises, in which to establish a supermarket type of business. Present trade only £20,000 p.a. Considerable scope. Two flats over, rental value £2,700 p.a. Price required for freehold property, goodwill stock and fixtures - £32,000. Sole Agents.

**SUSSEX.** Pharmacy for sale owing to retirement. Dispensing. Turnover last year £23,834. NHS items approximately £20,000 p.a. Good stock. Two flats over. Present hands 45 years. Price required: Freehold property. £7,000 of which £5,000 can remain on mortgage. Fixtures & fittings £500. Goodwill £1,000. SAV. Offers considered and part payment terms from approved purchaser.

**LONDON, N.2.** High class business in parade near doctors' surgeries. Turnover last year under management £16,700. Double fronted shop held on lease at £600 p.a. Price: Lease, goodwill and fixtures only £1,000. SAV (can be reduced).

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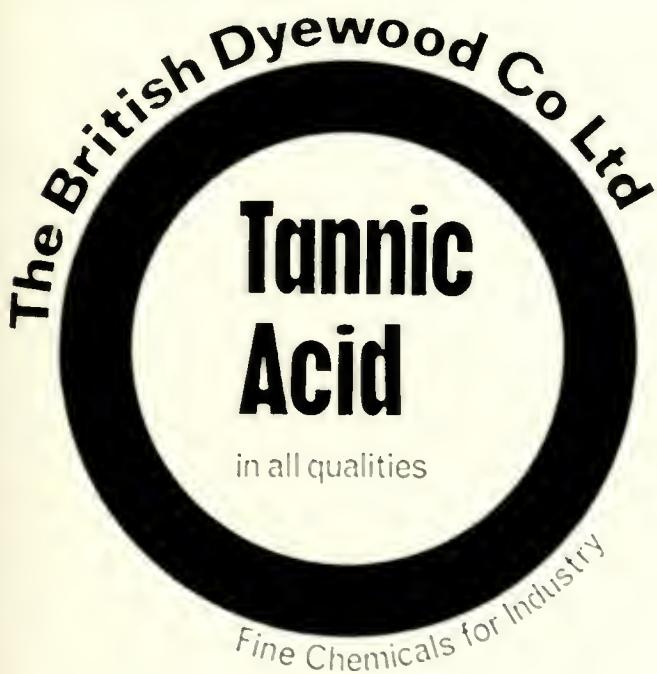
Aronde is launching a terrific new advertising campaign boosting their wonderful range of cosmetics and toiletries—and your profits! Aronde's fantastic TV Film will be shown on Southern Television for nearly 5 months! 29 spots which will boost Aronde's already unbeatable reputation and bring millions of women flocking to your beauty

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which all together will arrest the attention of some eleven million women! So watch out your Aronde beauty counter will be invaded by women wanting to know more about Aronde's high quality products. Make sure by stocking up with Aronde's fabulous range of cosmetics and toiletries now!

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with  
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**Order stocks now to meet  
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BENYLIN with Codeine is a palatable linctus that will prove acceptable to patients of all ages. Supplied in bottles of 125 ml, 500 ml. and 2.25 litres. Each 100 ml. contains: Diphenhydramine hydrochloride B.P., 280 mg.; Codeine phosphate B.P., 228 mg.; Sodium citrate B.P., 1.14 G.; Chloroform B.P., 0.45 G.; Menthol B.P., 22 mg.; Alcohol 5%.

Further information is available on request

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